

Tourism Agenda

June 20, 2025 9:00 AM Rm 250

To View Meeting Live go to:

<https://www.youtube.com/channel/UCjwHFIoW13M224SgVU95Ifg>

1. Call Meeting to Order
2. Roll Call
3. Motion to approve remote attendance pursuant to Resolution #23-53
4. Approval of Previous Meeting Minutes
5. BUDGET 2024-2025 -*Review Current Bill Report to Monthly Report* - Approval of Bills
6. Citizen Comment

Tourism Funding Request

Skydive Chicago – Social Media

Native American Harvest Ceremony – Rack Cards, Billboard and Social Media Frosty of First (Winter Festival) – Rack Cards, Billboard and Social Media The Mansion is NOT Haunted Tour – Rack Cards, Billboard and Social Media Music in Knudson Park – Billboard

Flock to the Rock – Rack Cards, Billboard, Social Media and Other

New Business

Visit Northern Illinois Marketing Update

Old Business

Development of Trails and Parking at the newly acquired land Visitor Guide Distribution Update
E-Blast approval
Facebook and Instagram Updates LaSalle County
Tourism Guidelines

7. Coalition Update
8. Heritage Corridor Update
9. Senate and House Bills
10. Adjourn Meeting

TOURISM MEETING

A Meeting of the Tourism Committee was held on June 20, 2025 at 9:00am in rm 250 with the following members present:

Per Diem	Mileage	Members Absent:
Jill Bernal	Jill Bernal	
Cathy Owens	Cathy Owens	
Doug Stockley	Doug Stockley	
Ronald Blue	Ronald Blue	
William Brown	William Brown	
Brian Dose		
Ali Braboy	Ali Braboy	

Non-Members/Visitors Present:

Curt Bedei	LaSalle	Don Jensen	Chairman
Nikki Roberts	Heritage Corridor	Kate Gillman	Heritage Corridor
Peter Hall	Here and Again	Ana Koval	I & M Canal
Gerald Savage	Historical Society	Laura Walker	Hegler Carus Mansion
Patricia Martin	Here and Again	Doug Trager	Board Member
Angela Partridge	We Are Oglesby	Richard Baldridge	We Are Oglesby
Ryan Searl	Shaw Media	Anthony Ebel	Skydive Chicago

Motion Mr. Stockley. 2nd Ms. Braboy by that the minutes of the previous meeting be approved as presented. Aye=All Nay=None Motion Carried.

Tourism Funding Request

We are Oglesby - Rack Cards, Billboard and Social Media

Motion by Ms. Owen 2nd by Mr. Stockley to approve the funding request for We are Oglesby Aye=All Nay=None Motion Carried

Skydive Chicago – Social Media

Motion by Ms. Braboy 2nd by Mr. Stockley to approve the funding request for Sky Dive Chicago Aye=All Nay=None Motion Carried

Native American Harvest Ceremony – Rack Cards, Billboard and Social Media

Motion by Mr. Dose 2nd by Ms. Braboy to approve the funding request for Native American Harvest Ceremony Aye=All Nay=None Motion Carried

Frosty of First (Winter Festival) – Rack Cards, Billboard and Social Media

Motion by Mr. Brown 2nd by Ms. Braboy to approve the funding request for Frosty on First Aye=All Nay=None Motion Carried

The Mansion is NOT Haunted Tour – Rack Cards, Billboard and Social Media

Motion by Ms. Owen 2nd by Mr. Brown to approve the funding request for The Mansion is NOT Haunted Tour Aye=All Nay=None Motion Carried

Music in Knudson Park – Billboard

Motion by Mr. Dose 2nd by Ms. Owens to approve the funding request for Music in Knudson Park Aye=All Nay=None Motion Carried

Flock to the Rock – Rack Cards, Billboard, Social Media and Other

Motion by Ms. Owens 2nd by Mr. Dose to approve funding request for Flock to the Rock Aye=All Nay=None Motion Carried

NEW BUSINESS

Visit Northern Illinois

- Renewal agreement with Northern Illinois for the North and South Oasis

OLD BUSINESS

Development of Trails and Parking at the newly acquired land

- Possible speaker next month

Visitor Guide Distribution

- Guide distribution is going great

E-Blast

No Discussion

Facebook and Instagram Update

- Everything is going great – see attached report

Coalition Update

- Met in early June discussion on winter commercials

Heritage Corridor Update

- New Travel guides are out

Motion Mr. Blue 2nd by Mr. Brown that the meeting adjourn. Aye=All Nay=None Motion Carried

Minutes prepared by Amanda Myers

Note: Minutes reflect the order of the agenda and may not necessarily reflect the order of business conducted at the meeting.

*** For detailed information in regards to the committee bills please review the financial information on our website***

*Handouts
And
Reports*

**LASALLE COUNTY TOURISM REQUEST APPLICATION
(PLEASE TYPE)**

1. APPLICANT: We Are Oglesby, NFP

Authorized Official: Angela Partridge President

NAME **TITLE**

Signature: Angela Partridge

As an authorized official of this application, I certify that the information given
is true and correct to the best of my knowledge and belief.

Address: PO Box 102

City: Oglesby **County:** LaSalle **Zip Code:** 61348

Email: president@weareoglesby.net **Phone:** 8152026433

FEIN #: 81-3763640

2. IS THIS A NOT-FOR-PROFIT ORGANIZATION? YES NO
IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. PROJECT TITLE: Classic Car Show

Anticipated Start and Completion Dates:

From: 09/13/2025 **To:** 09/13/2025

4. REQUESTED TOURISM MARKETING SUPPORT: Please choose (check) the funding option(s) pertaining to your request:

OPTION A RACK CARDS – Designed, Printed and Distributed

COST/VALUE: \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K
cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1st and 15th of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted

COST/VALUE: \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1st 9/1/2025-9/13/2025

2nd 8/17/2025-8/31/2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

LASALLE COUNTY TOURISM REQUEST APPLICATION
(PLEASE TYPE)

5. DESCRIPTION OF PROJECT: Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

6. DISTRIBUTION: Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

7. IMPACT OF PROJECT: Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

8. ANTICIPATED RESULTS: Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

9. SOURCE OF LOCAL FUNDS: List the source and amount of funding for each of the applying organizations of this project.

FOR OFFICE USE ONLY

MEETING DATE: _____

APPROVED DATE: _____

AMOUNT REQUESTED: _____

AMOUNT APPROVED: _____

COMMENTS: _____

DISBURSEMENT DATE: _____

LASALLE COUNTY TOURISM REQUEST APPLICATION
(PLEASE TYPE)

1. APPLICANT: Skydive Chicago

Authorized Official: Melissa Nelson

Marketing Director

Signature:


NAME

TITLE

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

Address: 3215 E. 1969th Road

City: Ottawa

County: IL

Zip Code: 61350

Email: marketing@skydivechicago.com

Phone: (815) 433-0000

FEIN #: 36-3869174

2. IS THIS A NOT-FOR-PROFIT ORGANIZATION? YES NO

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. PROJECT TITLE: World Skydiving Day 2025

Anticipated Start and Completion Dates:

From: June 23rd, 2025

To: July 11th, 2025

4. REQUESTED TOURISM MARKETING SUPPORT: Please choose (check) the funding option(s) pertaining to your request:

OPTION A RACK CARDS – Designed, Printed and Distributed

COST/VALUE: \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1st and 15th of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted

COST/VALUE: \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1st

2nd

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

LASALLE COUNTY TOURISM REQUEST APPLICATION
(PLEASE TYPE)

5. DESCRIPTION OF PROJECT: Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

Social media ads to promote World Skydiving Day on 7/12/25. Join skydivers across the globe for World Skydiving Day and help us beat last year's record of 31,351 jumps in one day! First time skydivers count towards the record!

6. DISTRIBUTION: Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

n/a

7. IMPACT OF PROJECT: Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

This will help us amplify our event in hopes to get more people to participate as well as attract people to the town of Ottawa and to Skydive Chicago. We already have a strong presence with experienced jumpers traveling to the area for our other well known events that fill up hotel rooms - so we are hoping to attract local (greater Chicago area) first time skydivers with this event.

8. ANTICIPATED RESULTS: Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

Last year this event (tracking only first time skydivers) we brought 13 people who never been to LaSalle county, several who stayed to do other activities, and a handful of overnight stays (report provided last year). We have partnered with local businesses to help attract more people for this event and will track data as we did last year.

9. SOURCE OF LOCAL FUNDS: List the source and amount of funding for each of the applying organizations of this project.

LaSalle County Tourism, Facebook Campaign \$350 / \$250 ad spend for Skydive Chicago

FOR OFFICE USE ONLY

MEETING DATE: _____

APPROVED DATE: _____

AMOUNT REQUESTED: _____

AMOUNT APPROVED: _____

COMMENTS: _____

DISBURSEMENT DATE: _____

**LASALLE COUNTY TOURISM REQUEST APPLICATION
(PLEASE TYPE)**

1. APPLICANT: LaSalle County Historical Society

Authorized Official: Amanda Carter

Museum Director

Signature: Amanda Carter

NAME

TITLE

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

Address: 101 E Canal Street Box 278

City: Utica

County: LaSalle

Zip Code: 61373

Email: office@lasallecountyhistoricalsociety.org

Phone: 815.667.4861

FEIN #: 36-611-8278

2. IS THIS A NOT-FOR-PROFIT ORGANIZATION? YES NO
IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. PROJECT TITLE: Native American Harvest Ceremony

Anticipated Start and Completion Dates:

From: 11/1/2025

To: 11/1/2025

4. REQUESTED TOURISM MARKETING SUPPORT: Please choose (check) the funding option(s) pertaining to your request:

OPTION A RACK CARDS – Designed, Printed and Distributed

COST/VALUE: \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1st and 15th of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted

COST/VALUE: \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1st October 18 - November 1, 2025

2nd October 11 - October 25, 2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION
(PLEASE TYPE)**

OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.

COST/VALUE: \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:
October 4 through November 1, 2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

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**OTHER PROJECT (not a new and/or returning event).**

*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

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**6. List the items that LaSalle County will be funding:**

| <b>VENDOR</b> | <b>DESCRIPTION OF SERVICES</b> | <b>ITEMIZED COST</b> |
|---------------|--------------------------------|----------------------|
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Please note: If an event is canceled please notify Tourism@lasallecountyil.gov immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**5. DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

**6. DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

**7. IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

**8. ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

**9. SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**1. APPLICANT:** City of La Salle

**Authorized Official:** Curt Bedei Economic Development Director

**Signature:**  **NAME**  
**TITLE**

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 745 2nd St

**City:** La Salle **County:** LaSalle **Zip Code:** 61301

**Email:** c.bedei@lasalle-il.gov **Phone:** (815) 488-4442

**FEIN #:** 36-6005965

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?**  YES  NO  
IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

**3. PROJECT TITLE:** Frosty of First (Winter Festival)

**Anticipated Start and Completion Dates:**

**From:** 11/7/25 **To:** 11/8/25

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

**OPTION A RACK CARDS – Designed, Printed and Distributed**

COST/VALUE: \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K  10K or 15K  
cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

**OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

COST/VALUE: \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> 10/26/25

2<sup>nd</sup> 10/19/25

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

COST/VALUE: \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
10/19/25 - Frosty on First: Winter fun, live music, skating, fireworks, reindeer!

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

**OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

|  |  |  |
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**6. List the items that LaSalle County will be funding:**

| <b>VENDOR</b> | <b>DESCRIPTION OF SERVICES</b> | <b>ITEMIZED COST</b> |
|---------------|--------------------------------|----------------------|
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Please note: If an event is canceled please notify [Tourism@lasallecounty.org](mailto:Tourism@lasallecounty.org) immediately.  
If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

***FOR OFFICE USE ONLY***

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**1. APPLICANT:** Hegeler Carus Foundation

**Authorized Official:** Laura Walker Executive Director  
**NAME** **TITLE**

**Signature:** \_\_\_\_\_

As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief.

**Address:** 1307 7th Street

**City:** La Salle **County:** La Salle **Zip Code:** 61301

**Email:** laura.walker@hegelercharus.org **Phone:** (815) 224-6543

**FEIN #:** 36-4023939

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?**  YES  NO  
IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

**3. PROJECT TITLE:** The Mansion is NOT Haunted Tour

**Anticipated Start and Completion Dates:**

**From:** Oct. 23, 2025 **To:** Oct. 25, 2025

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

**OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

180/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

**OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> October 12, 2025-October 18, 2025

2<sup>nd</sup> October 19, 2025-October 25, 2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
September 28, 2025-October 25, 2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

**OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

|  |
|--|
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**6. List the items that LaSalle County will be funding:**

| <b>VENDOR</b> | <b>DESCRIPTION OF SERVICES</b> | <b>ITEMIZED COST</b> |
|---------------|--------------------------------|----------------------|
|               |                                |                      |
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Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**5. DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

This is our second year for this event. We have made a few adjustments based on the first year and are looking forward to increased attendance this year. This is a costumed tour providing historical information related to Victorian funeral practices and Halloween with some family history incorporated. This is a guided 1-hour tour that will be available on three consecutive dates. We are requesting 10k brochures to distribute, a billboard as listed above and a Facebook square.

**6. DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

We will be distributing 10k brochures to local/regional businesses, libraries, community centers, schools (colleges/universities), city halls, and transit locations. The billboard will be as listed in this application and the Facebook promotions will be shared on our Hegeler Carus Mansion Facebook page.

**7. IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

Being able to collaborate with other "Halloween/Fall" themed events in the area, such as the I & M Canal Ghost Tours and Starved Rock Haunted Trolley rides, will allow us to retain overnight visitors while providing a full array of events for our visitors to take part in here in La Salle County. The economic impact will be both for the Mansion, allowing for additional funds to continue restoration projects while generating revenue within the County through hotel stays, restaurant visits, retail purchases, and other ancillary purchases while they are here.

**8. ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

The result of the project will be increased visitors (calculated through ticket sales and compared to previous fall event numbers) and increased seasonal event revenue (as indicated by annual comparison).

**9. SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

The cost for the event (over 3 nights) in cash is projected at \$300 from our operational budget. Other event elements (decorations, actors, etc.) are being provided through in-kind donations. Marketing would have to be secured through individual sponsor contributions if not approved through this application. This would impact our ability to conduct a robust marketing approach and thus decrease the outreach to potential visitors, reducing the impact of our event.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**1. APPLICANT:** Here and Again Inc

**Authorized Official:** Kathryn Trocolli

**Executive Director**

**NAME**

**TITLE**

**Signature:**

*Kathryn Trocolli*

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 827 Columbus St

**City:** Ottawa

**County:** Lasalle

**Zip Code:** 61350

**Email:** KATIET1@SBCGLOBAL.NET

**Phone:** (815) 228-2058

**FEIN #:** 46-2313987

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?**  YES  NO

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

**3. PROJECT TITLE:** Music In Knudson Park, Marseilles, IL

**Anticipated Start and Completion Dates:**

**From:** May 30, 2025

**To:** August 29, 2025

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

**OPTION A RACK CARDS – Designed, Printed and Distributed**

COST/VALUE: \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

**OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

COST/VALUE: \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> June 20, 2025

2<sup>nd</sup> JULY 24, 2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

COST/VALUE: \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

**OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

**6. List the items that LaSalle County will be funding:**

| VENDOR | DESCRIPTION OF SERVICES | ITEMIZED COST |
|--------|-------------------------|---------------|
|        |                         |               |
|        |                         |               |
|        |                         |               |
|        |                         |               |

Please note: If an event is canceled please notify [Tourism@lasallecountylil.gov](mailto:Tourism@lasallecountylil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**1. APPLICANT:** Heritage Corridor Destinations

**Authorized Official:** Robert Navarro

President

**Signature:** Robert Navarro

NAME

TITLE

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 248 W. Canal St

**City:** North Utica

**County:** LaSalle

**Zip Code:** 61373

**Email:** navarro@hcdestinations.com

**Phone:** 815-216-9960

**FEIN #:** 36-3341989

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?**  YES  NO  
IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

**3. PROJECT TITLE:** Winter Promotion - Flock to the Rock

**Anticipated Start and Completion Dates:**

**From:** December 2025

**To:** March 2026

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

**OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

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I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

**OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup>

2<sup>nd</sup>

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard.

**5. DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

See attached.

**6. DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

See attached.

**7. IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

See attached.

**8. ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

See attached.

**9. SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

See attached.

***FOR OFFICE USE ONLY***

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**5. DESCRIPTION OF PROJECT: Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)**

Launch integrated seasonal marketing campaign, "Flock to the Rock", for LaSalle County's winter activities including January Eagle Watch weekend. Building on an existing brand;

Digital Ads – Digital Campaigns including e-blasts, website take overs, digital itineraries with Sojern, American Road, and Shaw Media, geotargeting target audience in specific regions.

Radio & Television - :30 spots airing from early January through early March to promote Eagle Watch Weekend and general winter activities in LaSalle County. Commercial spots on The U, ME Too, MeTV, U Too and EffecTV channels. Planned schedule would reach 1.5M people in the Chicagoland area each month. Radio ads in Joliet Area through AlphaMedia and Chicago's unique blend of timeless, classic pop music station MeTV FM (87.7).

Print Ads - Neighborhood Tourist (Full Page January). American Road (December 1/2 Page plus online itinerary) Playbill (Full Page December, January & February), Travel Taste + Tour (Full Page Winter issue) Saint Louis Magazine (Full Page January) Starved Rock Country Magazine (Full Page Winter issue) Rack Card -

Tradeshow (Travel and Adventure Show) – February 21-22 - Coalition members may assist in staffing this Chicagoland tradeshow at Rosemont, promotional items given out at event to promote Flock to the Rock.

Billboard – "Bald is Beautiful" digital billboards are located on I-294 running in each direction and deliver a total of 10,063,981 impressions

Call to Action – campaign to collect visitor information with a call to action, pushing visitors to explore more of LaSalle County. Using a digital passport, visitors are encouraged to visit businesses across LaSalle County including dining, shopping and lodging locations. After visiting a designated number of businesses, visitors collect their prize, a "Flock to the Rock" prize, from the Heritage Corridor Destinations Welcome Center.

Eagle Watch Weekend Entertainment - During "Eagle Watch Weekend" several programs for children and adults about bald eagles and other birds of prey will be offered. Live birds will be brought in through the Illinois Raptors Center, so visitors can get an up close look at these beautiful birds of prey. (\$15,000)

**6. DISTRIBUTION: Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.**

Marketing will begin in October with the printing & distribution of the Flock to the Rock Rack Card. Print ads will run starting in December and wrapping up in March, focusing on Chicago and the Chicago suburb market. Social media posts and e-mail blasts will also run throughout the first quarter of the year targeting residents outside of LaSalle County. Radio and television marketing will also run in the Joliet and Chicago markets through January, February, and March.

**7. IMPACT OF PROJECT: Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.** Launching the winter season, this campaign will remind the Chicagoland market to Enjoy LaSalle County during the winter months while highlighting the annual Eagle Watch Weekend's events throughout the County. The campaign components will direct visitors to the website for overnight lodging information. The ads will highlight and promote LaSalle County's events, attractions, dining options, unique retail opportunities and lodging.

**8. ANTICIPATED RESULTS: Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.**

Advertising results will be measured by LaSalle County VG inquiries. Several digital and print media pieces will double as a lead collection for LaSalle County, giving the county contact information and names to mail guides to. In addition, the use of the digital passport will collect visitor information, which can be used to track where visitors are coming from during the campaign. *From the 2024/2025 campaign, Sojern generated 16,485 confirmed travelers and 17,129 travel-related activities. Through verified booking data and post-impression foot traffic attribution.*

**9. SOURCE OF LOCAL FUNDS: List the source and amount of funding for each of the applying organizations of this project.**

We are asking for support from LaSalle County at just under 30% of project costs with the remaining 70% of project costs to be paid for by Heritage Corridor Destinations.

**FY26 – Flock to the Rock**  
**MARKETING PLAN**  
As of May 12, 2025

**Budget**

|                               |                                     |                              | <b>Total: \$137,623</b> | <b>Requesting from LaSalle County: \$38,000</b> |
|-------------------------------|-------------------------------------|------------------------------|-------------------------|-------------------------------------------------|
| <b>Digital</b>                |                                     |                              |                         |                                                 |
| Flock to the Rock Website     | Updates                             | Starting December 1          | \$1,200.00              |                                                 |
| Shaw Media                    | Ads on local websites               | January - March              | \$2,400.00              |                                                 |
| Sojern                        |                                     | January - March              | \$10,000.00             |                                                 |
| American Road Magazine        | Digital Itinerary                   |                              | \$50.00                 |                                                 |
| <b>Radio/TV</b>               |                                     |                              |                         |                                                 |
| AlphaMedia (River/WJOL)       |                                     | January - March              | \$5,000.00              |                                                 |
| MTV                           |                                     | Begins January               | \$10,000.00             |                                                 |
| EffectTV                      |                                     | January - March              | \$18,000.00             |                                                 |
| <b>Print</b>                  |                                     |                              |                         |                                                 |
| American Road Magazine        | 1/4 Page                            | December issue               | \$2,500.00              |                                                 |
| Playbill                      | Full Page                           | December, January & February | \$26,463.00             |                                                 |
| Starved Rock Country Magazine | Full Page                           | Winter issue                 | \$1,200.00              |                                                 |
| Neighborhood Tourist          | Full Page                           | Winter issue                 | \$1,500.00              |                                                 |
| Travel Taste + Tour           | Full Page                           | January                      | \$4,950.00              |                                                 |
| Saint Louis Magazine          | January/February                    | January                      | \$5,300.00              |                                                 |
| Chicago Magazine              | Full Page                           | January                      | \$4,500.00              |                                                 |
| <b>Activations</b>            |                                     |                              |                         |                                                 |
| Travel Adventure Show         | LCTC to staff                       | February 21 - 22             | \$4,500.00              |                                                 |
| Flock to the Rock Prize       | Kaeser Blair                        |                              | \$5,000.00              |                                                 |
| Eagle Watch Weekend           | Live Eagle Shows + More             | January                      | \$15,000.00             |                                                 |
|                               | Passport & data collection          |                              | \$1,400.00              |                                                 |
| <b>Billboard</b>              |                                     |                              |                         |                                                 |
| Lamar                         |                                     | December 2 - February 23     | \$9,500.00              |                                                 |
| <b>General Campaign</b>       |                                     |                              |                         |                                                 |
| Graphic Design                | Campaign Elements - Gordon Graphics |                              | \$7,500.00              |                                                 |
| Website Design                | Updates - HCD Gordon Graphics       |                              | \$1,200.00              |                                                 |
|                               |                                     |                              |                         |                                                 |
|                               |                                     |                              | 28%                     | \$38,534.44                                     |
|                               |                                     |                              |                         |                                                 |

# LaSalle County Tourism SOCIAL MEDIA REPORT

6.20.25

Ryan Searl

Website Brand Manager, Shaw Media

[rsearl@shawmedia.com](mailto:rsearl@shawmedia.com)



## Success Snapshot

Between May 1 - May 31 we achieved the following:

FB Accounts Reached

**11,993**

5/1 - 5/31  
Users

Instagram Accounts  
Reached

**11,585**

5/1 - 5/31  
Engagements

Website Traffic

**6,894**

5/1 - 5/31  
Page Views

# Facebook Performance

May 1 - May 31

| # of posts           | Net Followers Gain/Loss | Page Views              | Post Reach                                                                                                                                                                                                   |
|----------------------|-------------------------|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 (Posts + Stories) | 59/16                   | 1,583 unique page views | <p>11,993 users</p> <p>Popular Regions:</p> <ul style="list-style-type: none"> <li>• Aurora</li> <li>• Naperville</li> <li>• Quad Cities</li> <li>• Chicago</li> <li>• Peoria</li> <li>• Rockford</li> </ul> |

## Top performing post:

Enjoy LaSalle County, IL - Home of Starved Rock and ReelCreative

May 28 at 6:32 PM

From nostalgic drive-in dining to catching a movie under the stars, every trip to LaSalle County is a memory waiting to be cherished. See more

Every Moment Is A Memory - Enjoy LaSalle County

# Instagram Performance

May 1 - May 31

## Top performing post:

| # of posts and stories | Net Followers Gain/Loss | Total Content Interactions | Bio Link Clicks | Accounts Reached                                                                                                                                                 |
|------------------------|-------------------------|----------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8                      | 33/9                    | 407                        | 74              | <p>11,585</p> <p>Popular Regions:</p> <ul style="list-style-type: none"> <li>• Quad Cities</li> <li>• Aurora</li> <li>• Chicago</li> <li>• Naperville</li> </ul> |



## Website Performance

May 1 - May 31

| Popular pages                                                                                                                                                          | Total Traffic                                           | Directed From                                                                                                                                                                                                                                                       | Avg Email Subscriber                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Resorts &amp; Lodges</li><li>• <u>Parks &amp; Nature</u></li><li>• Dining</li><li>• Shopping</li><li>• <u>Events</u></li></ul> | 5,462 New Users<br>6,239 Total Users<br>6,894 Pageviews | <ul style="list-style-type: none"><li>• Google Search</li><li>• Facebook<br/>(Groups shared<br/>Facebook content)</li><li>• Instagram</li><li>• <u>Partner pages</u><br/>-Commercial<br/>redirect<br/>-Kishauwau Cabins<br/>-Enjoy Illinois<br/>Redirects</li></ul> | <ul style="list-style-type: none"><li>• Located at least 50<br/>miles from LaSalle<br/>Co.</li><li>• Mid to late 40's</li><li>• Nearly 40% Out of<br/>State</li><li>• Largely in<br/>Chicagoland Area</li></ul> |

## Delivery Fulfillment

Distribution 6/18:

Total Brochures Received:

**550**

Boxes of 100  
Received

Total Brochures Distributed:

**338**

Boxes of 100  
Distributed

Remaining Brochures:

**212**

Boxes of 100  
Remaining