

# **Tourism Agenda**

## **July 18, 2025 9:00 AM Rm 250**

To View Meeting Live go to:

<https://www.youtube.com/channel/UCjwHFloW13M224SgVU95Ifg>

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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
  
7. Coalition Update
8. Heritage Corridor Update

### **Tourism Funding Request**

#### **New Business**

Marketing Update  
Budget 2025-2026

#### **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

9. Senate and House Bills
10. Adjourn Meeting

## TOURISM MEETING

A Meeting of the Tourism Committee was held on July 18, 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
Lyndsey Nguyan	Starved Rock	Kate Gillman	Heritage Corridor
Jennifer Gende	Auditor	Thomas Miller	Board Member
Tom Walsh	Board Member	Ryan Searl	Shaw Media

Motion Mr. Stockley. 2<sup>nd</sup> Mr. Dose by that the minutes of the previous meeting be approved as presented.  
Aye=All Nay=None Motion Carried.

Motion by Ms. Owens 2<sup>nd</sup> by Ms. Braboy to approve the bills in the amount of \$192,022.48 Aye=All  
Nay=None Motion Carried

### Coalition Update

- No update will be meeting in September

### Heritage Corridor Update

- Summer campaign in full swing

## **Tourism Funding Request**

Due August 15<sup>th</sup>

## **NEW BUSINESS**

### Marketing Update

Motion by Ms. Owens 2<sup>nd</sup> by Mr. Stockley to approve the 2026 Marketing plan Aye=All Nay=None Motion Carried [see attached]

### Budget 2025-2026

Motion by Mr. Stockley 2<sup>nd</sup> by Ms. Braboy to forward to Finance Aye=All Nay=None Motion Carried [see attached]

## **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

Motion Mr. Blue 2<sup>nd</sup> 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*

*Amende*

# 2026 Revenue Budget Worksheet

LaSalle County

Selected Fund: 008

BUDGET STEP: 1 - Initial

Fund:										
Dept:										
Account #	Description	2024	2025	2025	2026	Amount	Percent	Request Notes		
		Prior Year Actual	Current Budget	Current Actual	Request Amount	of Change	of Change			
Fund : 008 Tourism										
Department:	000 Non-Departmental									
008-000-308001	Interest Income	\$26,899.01	\$25,000	\$16,608.33	\$25,000	\$0	0.000%			
008-000-319001	Tourism Fee's	\$464,482.70	\$315,000	\$289,694.82	\$315,000	\$0	0.000%			
008-000-399001	Fund Balance Use	\$0.00	\$238,200	\$0.00	\$249,000	\$10,800	4.534%			
Total Dept 000:		\$491,381.71	\$578,200	\$306,303.15	\$589,000	\$10,800	1.868%			
Total Fund: 008:		\$491,381.71	\$578,200	\$306,303.15	\$589,000	\$10,800	1.868%			

# 2026 Expense Budget Worksheet

LaSalle County

Selected Fund: 008

BUDGET STEP: 1 - Initial

Fund: 008 Tourism									
Department: 000 Non-Departmental									
Account #	Description	2024 Prior Year Actual	2025 Current Budget	2025 Current Actual	2026 Request Amount	Amount of Change	Percent of Change	Request Notes	
008-000-503001	Travel	\$0.00	\$200	\$0.00	\$200	\$0	0.000%		
008-000-516002	County Grant Expendit	\$195,200.00	\$50,000	\$4,550.00	\$50,000	\$0	0.000%		
008-000-541001	Education	\$1,147.50	\$1,500	\$0.00	\$1,500	\$0	0.000%		
008-000-541003	Publications	\$28,660.00	\$35,000	\$0.00	\$35,000	\$0	0.000%		
008-000-541003-554	Publications - State	\$0.00	\$0	\$0.00	\$0	\$0	0.000%		
008-000-541007	Marketing	\$100,173.85	\$262,000	\$71,807.29	\$262,000	\$0	0.000%		
008-000-554001-200	Starved Rock	\$30,000.00	\$30,000	\$0.00	\$30,000	\$0	0.000%		
008-000-554001-201	Heritage Corridor	\$20,000.04	\$20,000	\$0.00	\$20,000	\$0	0.000%		
008-000-554001-202	Fund Requests - Gener	\$70,453.00	\$100,000	\$41,135.00	\$100,000	\$0	0.000%		
008-000-554001-203	Billboard	\$23,770.00	\$34,000	\$0.00	\$45,000	\$11,000	32.353%		
008-000-554002	Visitor Guide Distributio	\$7,700.00	\$10,000	\$0.00	\$10,000	\$0	0.000%		
008-000-554002-554	Visitor Guide Distrib-St	\$0.00	\$0	\$0.00	\$0	\$0	0.000%		
008-000-598001	Misc Expense	\$0.00	\$500	\$0.00	\$300	(\$200)	-40.000%		
008-000-836001	Transfer to GF	\$35,000.00	\$35,000	\$0.00	\$35,000	\$0	0.000%		
Total Dept 000:		\$512,104.39	\$578,200	\$117,492.29	\$589,000	\$10,800	1.868%		

Fund:															
Dept:		2024		2025		2025		2026		Amount		Percent		Request Notes	
Account #		Description		Prior Year		Current		Current		Request		of		of	
				Actual		Budget		Actual		Amount		Change		Change	
Fund :		008		Tourism											
		Total Fund: 008:		\$512,104.39		\$578,200		\$117,492.29		\$589,000		\$10,800		1.868%	
		Report Total:		\$512,104.39		\$578,200		\$117,492.29		\$589,000		\$10,800		1.868%	

# 2026 PROPOSED Marketing Plan

Submitted on June 16, 2026

		CY2024 - Actual	CY2025 - Actual	CY2026 PROPOSED
Illinois Office of Tourism	Ad placements on enjoyillinois.com	\$ 12,000.00	n/a	
Illinois Office of Tourism	Travel Illinois - Visitor Guide	\$ 13,500.00	\$ 13,500.00	\$ 17,000.00
	Annual Publication created/distributed by the Heritage area promoting Looking for Lincoln Communities	\$ 5,000.00	\$ 1,075.00	\$ 2,500.00
Travel Guide - Looking for Lincoln				
Terrain Magazine	Terrain Magazine distributed in MO and IL outdoor retailers, restaurants, brewpubs	\$ 17,000.00	\$ 17,000.00	\$ 18,500.00
Terrain Magazine	Tradeshaw Sponsorship/Booth	n/a	\$ 850.00	\$ 3,000.00
	3-month campaign in Chicago metro market - includes one customized email blast to e-newsletter target audience	\$ 27,000.00	\$ 27,000.00	\$ 27,000.00
Playbill				
	2-page spread in Starved Rock County - 35K 2 page spread in I&M Canal Towns - 25K 1-page in Route 66 travel guide- 35K 12 months digital ad on website and 2 e-newsletter blast	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Heritage Corridor Destinations				
	Create four :30 and :15 spots to support summer and winter campaigns - use on social media and tv/digital	\$ 22,500.00	\$ 22,500.00	n/a
Reelcreative/Matthew Klein				
	Create :30 and :15 spots for each of the 14 lodging properties	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00
Unidos Marketing Network				
	Seasonal Campaign videos/including reels for social			\$ 19,825.00
Reel creative/Matthew Klein				
	16-week campaign in suburban Chicago movie theaters (8 weeks winter/summer)	n/a	n/a	\$ 16,175.00
In-Cinema				
	Create :30 and :15 spots for 12 locations dining, shopping, art, theme areas, communities	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
Unidos Marketing Network				
	<b>SUBTOTAL FROM MARKETING PLAN PROJECTS</b>	<b>\$ 143,000.00</b>	<b>\$ 127,925.00</b>	<b>\$ 150,000.00</b>



# LaSalle County Tourism SOCIAL MEDIA REPORT

7.18.25

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



## Success Snapshot

Between June 1 - June 30 we achieved the following:

FB Accounts Reached

**12,367**

6/1 - 6/30  
Users

Instagram Accounts  
Reached

**11,904**

6/1 - 6/30  
Engagements

Website Traffic

**7,068**

6/1 - 6/30  
Page Views

## Facebook Performance

June 1 - June 30

# of posts	Net Followers Gain/Loss	Page Views	Post Reach
11 (Posts + Stories)	72/23	1,928 unique page views	12,367 users
<b>Top Content:</b> <ul style="list-style-type: none"> <li>New commercial</li> <li>Event pre-coverage</li> </ul>	<b>Avg User:</b> <ul style="list-style-type: none"> <li>-Female</li> <li>-Early to mid 50's</li> <li>-Lives within 100 miles of the area</li> </ul>	<b>Popular Regions:</b> <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:

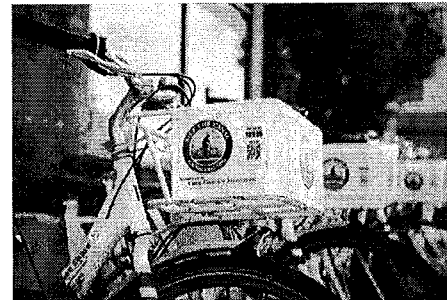


## Instagram Performance

June 1 - June 30

# of posts and stories	Net Followers Gain/Loss	Total Content Interactions	Bio Link Clicks	Accounts Reached
10	36/14  Avg User:  - Female -Mid to late 30's	439	92	11,904 <b>Popular Regions:</b> <ul style="list-style-type: none"> <li>Quad Cities</li> <li>Aurora</li> <li>Chicago</li> <li>Naperville</li> </ul>

### Top performing post:



## Website Performance

June 1 - June 30

Popular pages	Total Traffic	Directed From	Avg Email Subscriber
<ul style="list-style-type: none"> <li>Resorts &amp; Lodges</li> <li><b><u>Parks &amp; Nature</u></b></li> <li>Dining</li> <li>Shopping</li> <li><b><u>Events</u></b></li> </ul>	5,637 New Users 6,702 Total Users 7,068 Pageviews	<ul style="list-style-type: none"> <li>Google Search</li> <li>Facebook (Groups shared Facebook content)</li> <li>Instagram</li> <li><b><u>Partner pages</u></b>                -Commercial redirect                -Kishauwau Cabins                -Enjoy Illinois                Redirects             </li> </ul>	<ul style="list-style-type: none"> <li>Located at least 50 miles from LaSalle Co.</li> <li>Mid to late 40's</li> <li>Nearly 40% Out of State</li> <li>Largely in Chicagoland Area</li> </ul>

## Delivery Fulfillment

Distribution 7/18:

Total Brochures Received:

**550**

Boxes of 100  
Received

Total Brochures Distributed:

**338**

Boxes of 100  
Distributed

Remaining Brochures:

**212**

Boxes of 100  
Remaining