

Tourism Agenda

August 15, 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

7. Coalition Update
8. Heritage Corridor Update

Tourism Funding Request

Due August 15, 2025

New Business

Comcast Update
Unidos Marketing Network
MLB Playoffs
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 August 15, 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 Nguyen	Starved Rock	Michelle White	Comcast
Bob Navarro	Heritage Corridor	Thomas Miller	Board Member
Monty Bernardoni	IDNR	Ryan Searl	Shaw Media
Cesar Cardenas	Unidos	Matthew Klein	Reel Creative
Donna Reynolds	OVC		

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

Coalition Update

- Next meeting in September 2 in Utica
- Streator Fest record attendance

Heritage Corridor Update

- New State Tourism Rep Katie Sheehan

Tourism Funding Request

Due August 15th

NEW BUSINESS

Comcast Update

- Michelle from Comcast updated the committee on our campaign

Unidos Marketing Network

- Cesar from Unidos updated the committee on upcoming videos

MLB Playoffs

- Michelle from Comcast promoted a MLB Playoff package

Motion by Mr. Dose 2nd by Ms. Braboy to approve the \$12,750.00 package Aye=All Nay=None Motion Carried

OLD BUSINESS

Development of Trails and Parking at the newly acquired land

- Monty Bernardoni updated the committee on the newly acquired land
- Matthiessen annexation area – cleaning up the areas right now and environmental studies are happening
- First phase is by the Vermillion in Oglesby – river launch area for kayaking

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. Brown 2nd by Ms. Braboy 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*

COMCAST
ADVERTISING



Travel for the Beauty. Stay for the Adventure.

April - July 2025

Campaign Summary

Michelle White
Account Executive – Comcast Advertising

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CAMPAIGN RECAP

3/18/2025 – 7/27/2025

Multiscreen

11,798
TV Commercials
749,032
Streaming Impressions

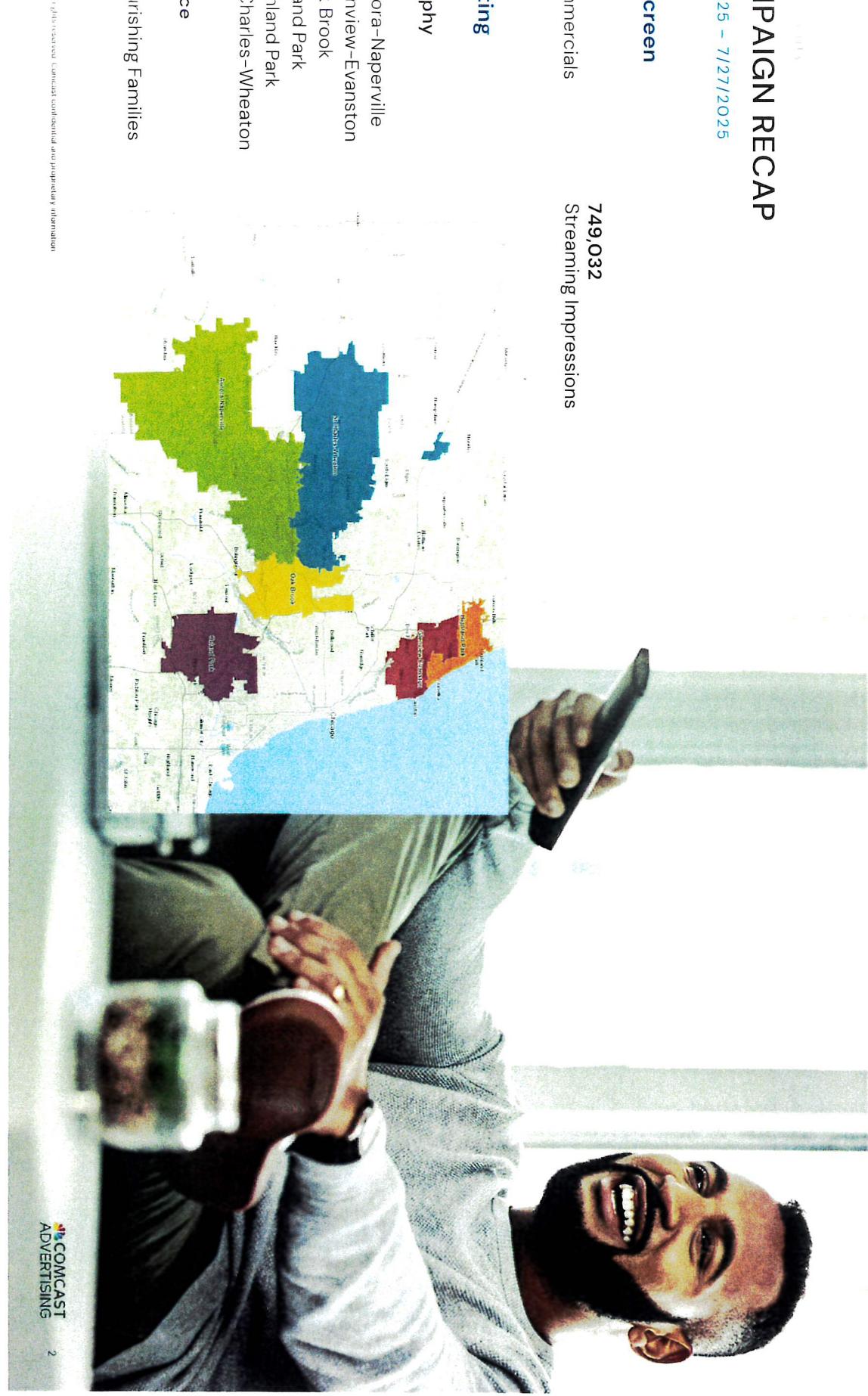
Targeting

Geography

- Aurora-Naperville
- Glenview-Evanston
- Oak Brook
- Orland Park
- Highland Park
- St Charles-Wheaton

Audience

- Flourishing Families



Traditional TV Campaign Summary

3/18/2025 – 7/27/2025

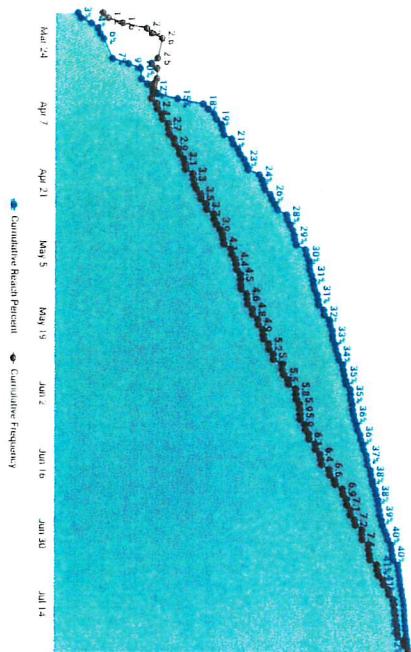


Best Practices

Data Analysis from over 165k campaigns tells us that:¹

Cumulative Reach & Frequency

Reach builds over time



Flourishing Families Performance Summary

- Campaign
- 57 Networks
- 61% of IMPs Outside Prime
- 65% of IMPs in Sports or HVP

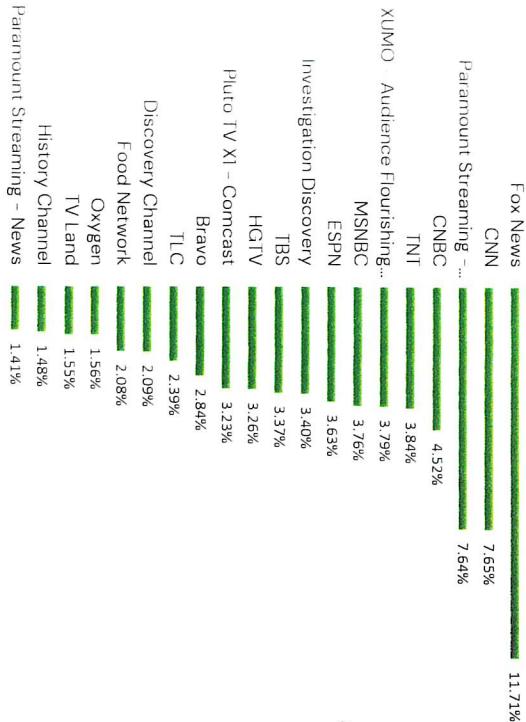
- Audience Engagement
 - 42% Target Reach
 - 8.6 Target Frequency
 - 97 Index
- Reach peaks when 10–20% of impressions were in Sports/HVP

Streaming Results

Target: Flourishing Families
3/18/2025 – 7/27/2025

Impressions delivered	Completed views	Completed views %
749,032	722,979	96.52%

Content Brand List Top 20



Delivery by Platform
Delivery on “The Big Screen”

83.87%



TV & Streaming Work Better Together

Latitude County | 3/18/2025 – 7/21/2025 | Chicago Market | Flourishing Families



- TV Only
 - TV + Streaming
 - Streaming Only
- Total
 - TV
 - Streaming

- Multiscreen takeaway:**
- TV & Streaming each provided incremental reach and a healthy frequency to reach your audience. During your campaign, 37% of your total reach was only via streaming.
 - Streaming impressions were +5.3x more likely to reach light/no tv households.

MARCH MADNESS MAKES GOOD CAMPAIGNS GREAT

Adding March Madness to your campaign saw large increases in both reach and frequency!

Target Segment: Flourishing Families

Time Period: January 1, 2025- March 30, 2025

Sports: Men's March Madness

Zones: Glenview, Evanston, Highland Park, Oak Brook



+14%

With the addition of
March Madness

SOURCE: Comscore. All data is based on Comscore's 2025-01-01 to 2025-03-30. Flourishing Families Target defined by 18+ (18-49) Adults. A minimum reach of 75 households is required for viewing to be reported for any particular network.
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MARCH MADNESS MAKES GOOD CAMPAIGNS GREAT

Adding March Madness to your campaign saw large increases in both reach and frequency!

Target Segment: Total Households

Time Period: January 1, 2025- March 30, 2025

Sports: Men's March Madness

Zones: Glenview, Evanston, Highland Park, Oak Brook

Cumulative Reach
+ 21%

Cumulative Reach
+ 21%

Cumulative Frequency
+ 24%

with the addition of
March Madness

Sources: Comscore Aggregated Viewership & AdExposure Data for Comcast households, 01/01/25-03/30/25. Total Households. Target defined by I-Spot®. A minimum reach of 15 households is required for viewing to be reported for any particular network.
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MLB MAKES GOOD CAMPAIGNS GREAT

Adding **MLB** to your campaign saw large increases in both reach and frequency!

Target Segment: Flourishing Families

Time Period: March 18, 2024 – June 29, 2025

Sports: Chicago Cubs

Zones: Aurora-Naperville, Oak Brook, Glenview-Evanston, Highland Park, Orland Park, St. Charles-Wheaton, Crystal Lake, Gurnee, McHenry, Libertyville

Cumulative Reach



+72%

Cumulative
Frequency

+52%

with the addition of
Chicago Cubs



Source: Comscore Audited Viewership & Ad Exposure Data for Comcast households 03/18/24-06/29/25. Chicago Flourishing Families Target defined by 3+ kids. A minimum reach of 75 households is required for viewing to be reported for any particular network.
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Network Sponsorships

Whether it is the HGTV's top program, Discovery's Shark Week, or Food Network, Comcast Advertising has you covered as the number one destination for all your top programs.

By partnering with Comcast Advertising, LaSalle County will have the opportunity to be aligned with premium network offerings from HGTV, Food Network, TNT, and more throughout your 2024 campaign. These unique brand alignments will provide LaSalle County the opportunity to tout your brand all year long, no matter the season.

LaSalle County will receive:

- :20/:10 co-brand sponsorship spot during your campaign flight
- Flight Dates: 3-4 Week Flight
- Sample Script: "This message is brought to you locally by Heritage Corridor Destinations. Home of the First Hundred Miles of Route 66. Learn more at H C Destinations dot com."*
- Spot will feature the LaSalle County logo and contact info



Sponsorship Samples

Your Voice, Your Brand

A Customized Space On The X1 Platform Where Viewers Can Easily Engage With LaSalle County Brands

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Comcast Advertising Tags Your Commercial with A Custom 15 Call-to-Action voice command prompt (click video to preview)

Xfinity Viewer Speaks Voice Command into X1 Voice Remote "LaSalle County" (click video to preview)

Xfinity Viewer Seamlessly Navigated to Your Content

CAMPAIGN RECAP + NEXT STEPS

Discussion

- How has this campaign done for your business?
- Any changes in goals at this time where can optimize moving forward?

Insights Summary

- This campaign's streaming impressions were over **5X** more likely to deliver to Light TV and No TV viewing households!
- These streaming impressions added an incremental reach of 32%. Your message was exposed to unique households that would not otherwise see your message as these are homes that are not reached through linear TV.

Recommendations

- Continue to follow your audience with a multiscreen campaign strategy.
- Based on our first party viewership data, **sports and high value programming** are recommended for optimizing your campaign reach for Flourishing Families. Consider extending your brand into MLB Playoffs where we hope our first place Cubs will play.

Next Steps

- What products, strategies can we implement in the next month or quarter to address what we found?

COMCAST
ADVERTISING

STARVED ROCK  **UTICA** 
LODGE • RESTAURANT • CAFE  HERITAGE
CORRIDOR
DESTINATIONS

Village of Utica

Campaign report



Michelle White
Comcast Advertising Account Executive
Michelle_White2@comcast.com
1-224-251-9472

Your campaign at-a-glance

Village of Utica

Campaign Details

Analysis Period

June – July 2025

Strategy

Attract more visitors to The Village of Utica and SRL

Target Audience

Flourishing Families

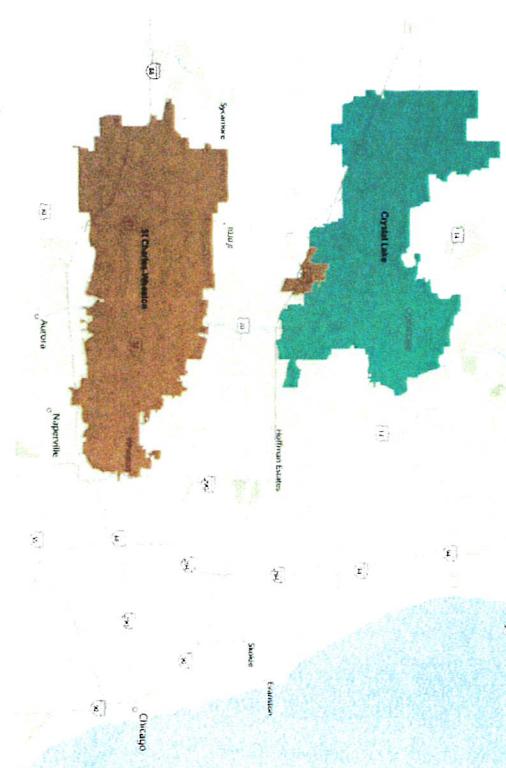
Geography

Crystal Lake and St. Charles-Wheaton

Spots Delivered: 2,436 | Streaming Impressions Delivered: 169,465

Total Campaign Investment: \$41,000 net

Recognized in the hottest networks & programs:



Your campaign at-a-glance

Village of Utica



TV Campaign Analytics						Streaming				
Market	Zones	Target Audience	# of Nets	Reach	Freq	Index	Sports/ HVP	% of Budget	Imps Delivered	Completed Views
Chicago	Crystal Lake, St. Charles- Wheaton	TV - Flourishing Families	42	55%	5.7	107	47%			
		Streaming - Flourishing Families								
		Xfinity Cable Households								
		Universe					ANY Household in the campaign zones			

TV campaign results

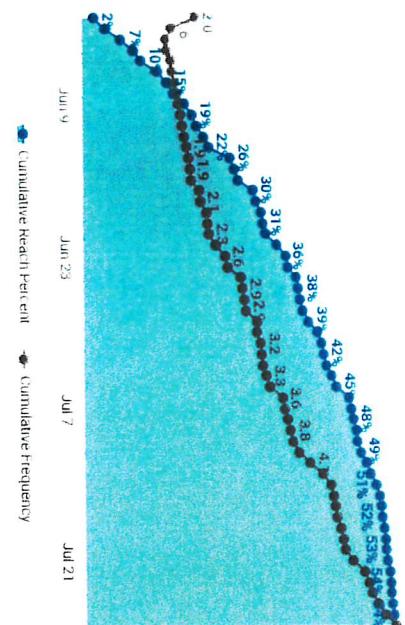
Village of Utica



55%

Target Reach

Cumulative Reach & Frequency ○



5.7%

Target frequency

of your audience viewed your spot 3+ times

20%

of your audience viewed your spot 1-2 times

35%

Networks

Impressions outside of prime

68%

Impressions to high value programming

47%

Impressions to high value programming

Our best practices to maximize reach based on 200,000+ campaigns through June 2024.²
Aim for 20+ nets | Aim for 60-70% outside prime | Aim for 10-20% impressions in sports/HVP

Target Index:
107

- Outline highlights/suggestions for the client here
- Use this area to build your optimization/recommendation
- Key takeaways from this report

Streaming results

Village of Utica



Audience targeted

Impression goal

Impressions delivered

% Impression goal

Completed views

Completed views %

Flourishing Families

168,036

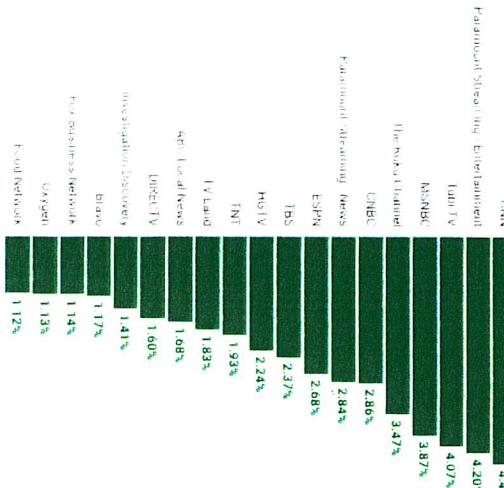
100.85%

164,317

97%

Content Brand List Top 20

11.45%



Delivery by Platform Delivery on "The Big Screen"

89%



Streaming takeaway: • A large portion of your audience is seeing your ads on "The Big Screen" • You are at XX% of your impression goal – still in progress to full deliver by the end of your campaign



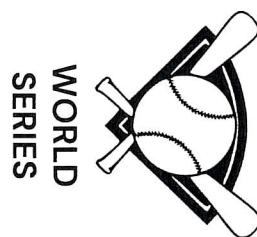
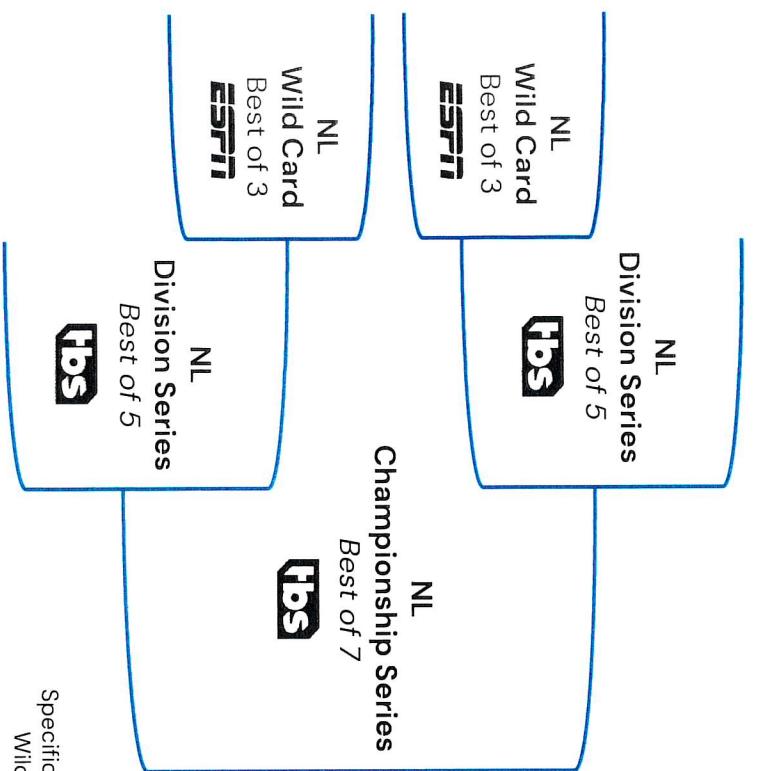
A homerun for advertisers

2025 MLB Playoffs

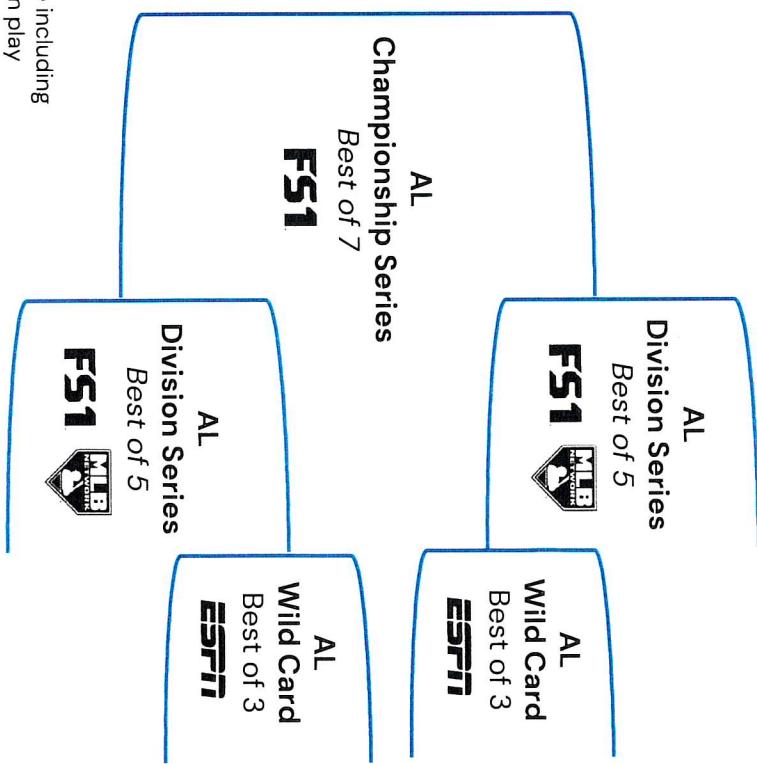
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2025 MLB Playoffs

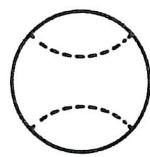
© 2024 Comcast SportsNet



Specific schedule subject to change including
Wild Card with ESPN2 and ABC in play



MLB reaches engaged audiences



92%

Live Viewing

Engaged Audience

92% of viewing in heavy MLB viewing households was done live

8+ hours

Heavy MLB viewing households spend on average 8hrs and 59min with TV daily

69%

Cable Viewing

MLB Cable Viewers

69% of viewing was on cable for heavy MLB viewing households

MLB heavy viewers are likely to watch additional sports

MLB heavy viewing households are more likely to be the following audiences:



+19%

more likely to be Autumn Years

+249%

more likely to be heavy NHL viewers

more likely to be Flourishing Families

+193%

more likely to be heavy NBA viewers

more likely to be Booming with Confidence

+166%

more likely to be heavy NCAA football viewers

+10%

more likely to be Suburban Style

+101%

more likely to be heavy soccer viewers

+5%

more likely to be Power Elite

+161%

more likely to be heavy PGA viewers

+4%

more likely to be Power Elite

ZONE PACKAGE / CHICAGO

2025 MLB Playoffs

Zone(s)	TV Ads per Zone	Streaming Impressions	TV Investment	Total Investment
AURORA/NAPERVILLE-1737	46	80,000	\$9,598	\$12,798
OAK BROOK-6217	46	75,025	\$9,002	\$12,003
GLENVIEW/EVANSTON-1283	46	62,125	\$7,454	\$9,939
HIGHLAND PARK-5126	46	47,625	\$5,714	\$7,619
ORLAND PARK-1820	46	70,700	\$8,483	\$11,311
ST. CHARLES/WHEATON-1733	46	56,975	\$6,836	\$9,115
CRYSTAL LAKE-2696	46	47,375	\$5,683	\$7,578
GURNEE-5553	46	50,175	\$6,021	\$8,028
MCHENRY-573	46	43,425	\$5,209	\$6,946
LIBERTYVILLE-1863	46	41,000	\$4,920	\$6,560
GRAND TOTAL	460	574,425	\$68,920	\$91,897

- Zone Packages take precedent over retail OTO's
- Additional events/programs may be available; see your Account Executive for more detail.
- Streaming as illustrated is Zone Targeted Premium Video @ \$40 CPM, shown as recommended 25% of Zone total.
- Each zone includes minimum of \$250 in Streaming.
- Modifications to geo or audience targets are subject to CPM changes. Contact your Account Executive for more Streaming opportunities.
- All live sports schedules, times, dates are subject to change; inventory subject to change.
- Number of home team games may vary depending on schedule.

Authorized Acceptance: _____

Date: _____



A homerun for advertisers

2025 Major League Baseball In-Game Streaming – PLAYOFFS

MLB Playoffs Streaming

The 2025 MLB season is generating excitement with intense rivalries, breakout stars, and exciting races. Here's your chance to get in the game and reach dedicated MLB fans via [in-game streaming](#).

This Playoff opportunity available in Atlanta, Boston, Chicago, DC, Detroit, Houston, NY, Philadelphia, San Francisco and Seattle markets includes:

- 5-weeks of MLB Playoffs September 29th–October 31st, 2025
- ALL games from the Wild Cards through the World Series
- Live, in-event :30 ads on CTV streaming
- 250,000 total impressions for \$15,000 package price
- [Reporting now illustrates monthly event-level detail](#)

Don't miss your chance to hit a homerun with Baseball fans and connect with the excitement of MLB.

*Dates subject to change

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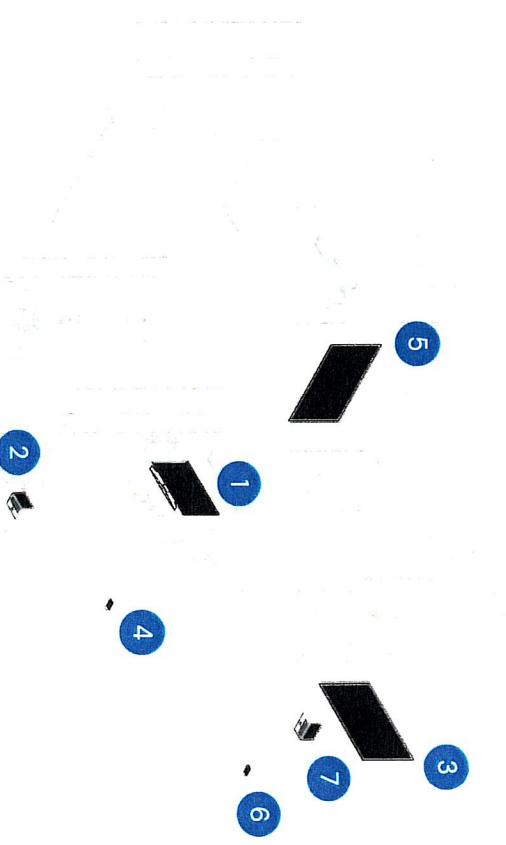
For viewers, there have never been more ways to watch.

MVPDs	OTT Devices	Content	AVOD/FAST	Smart TV
Astound				
WOW				
U-verse				
MEDIA.COM				
DIRECTV				
Sling				
DIRECTV Stream				
VMPDs				

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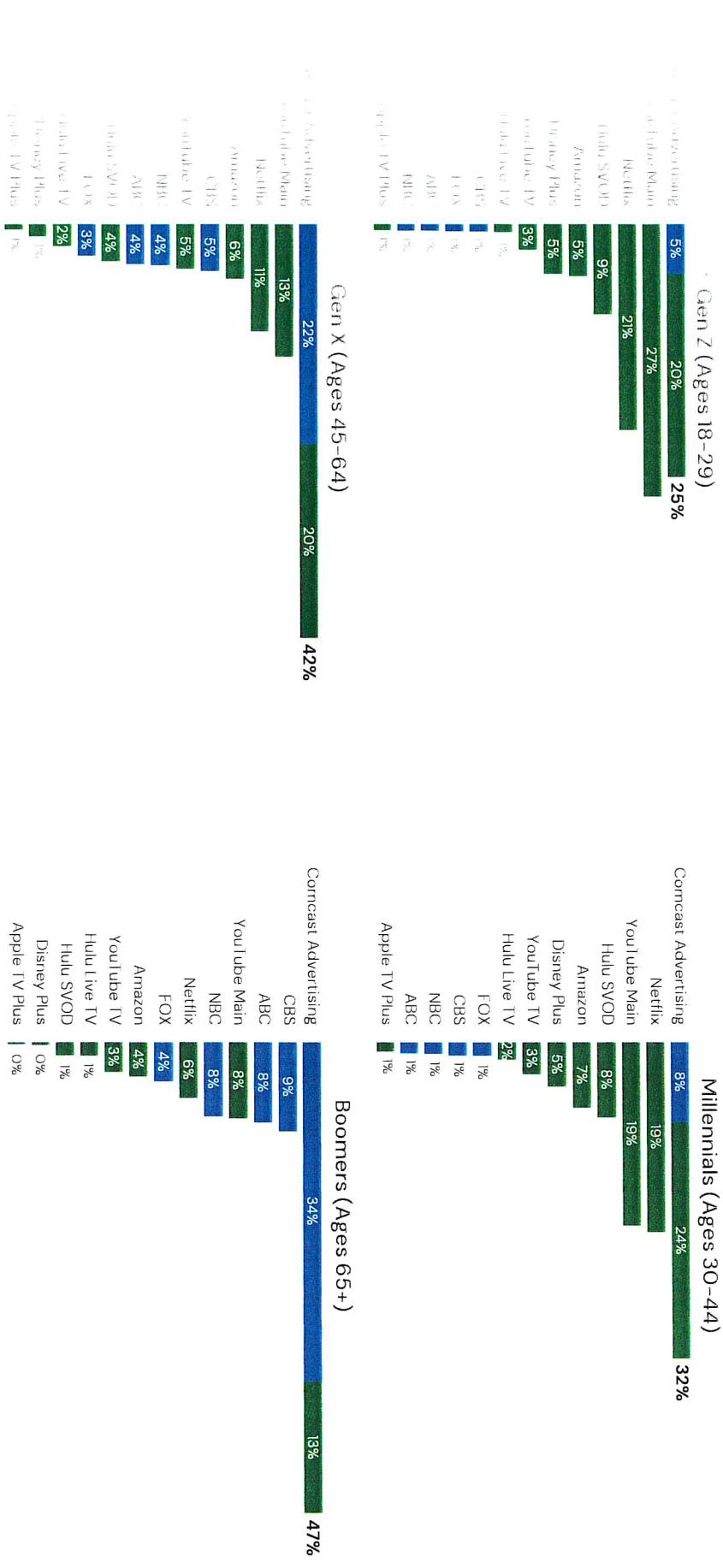
Not currently possible to reach with Comcast Advertising

Comcast Advertising owns the home.

- 
- 1 Watching live on TV or CTV (X1, Xumo TV, Roku, Sony, Vizio, Samsung, etc.)
 - 2 Watching on AVOD/FAST apps
 - 3 Catching up with Xfinity on Demand
 - 4 Streaming on mobile devices
 - 5 Streaming on Xumo Stream Box from Xfinity, Firestick, Roku devices
 - 6 Streaming on programmer apps
 - 7 Watching on Xfinity Stream apps (Xfinity Broadband and NOW TV subscribers)

Traditional TV vs. Streaming Viewership by Generation – Q1'25

■ Traditional TV ■ Streaming



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Reach engaged audiences with the power of sports.

89%

Live viewership

On average, sports programming on cable is watched live 89% of the time.¹

89%

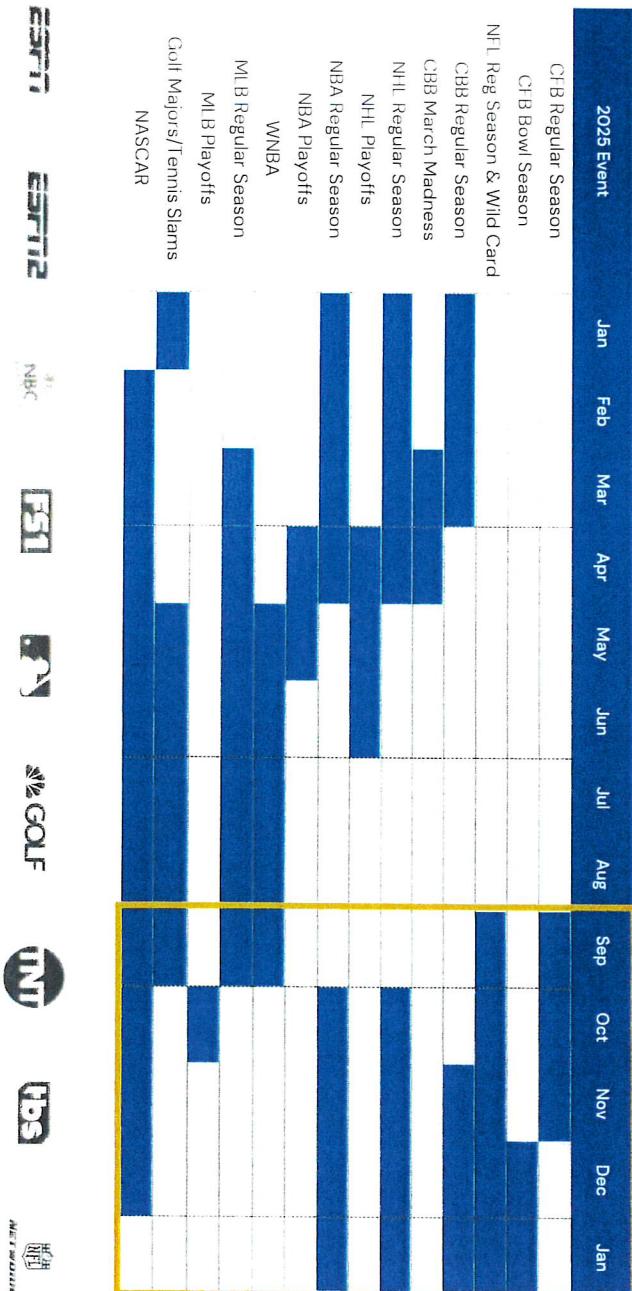
Household reach

Sports programming reaches over 89% of Comcast HHs all year long.²

53%

Extended reach

Adding sports to your multiscreen campaign can deliver 53% incremental reach.³



MLB Playoffs Streaming

The 2025 MLB season is generating excitement with intense rivalries, breakout stars, and exciting races. Here's your chance to get in the game and reach dedicated MLB fans via game streaming.

This Playoff opportunity available in Atlanta, Boston, Chicago, DC, Detroit, Houston, NY, Philadelphia, San Francisco and Seattle markets

includes:

- Flight Dates September 29th-October 31st, 2025 (five weeks)
- ALL games from the Wild Cards through the World Series
- Live, in-event 30 ads, only, on CTV streaming

250,000 total impressions for \$15,000 package price

\$12,750 Net

- Reporting now illustrates monthly event-level detail
- FULL Market - Impression totals not guaranteed; clients billed only for what airs

Don't miss your chance to hit a homerun with Baseball fans and connect with the excitement of MLB.

*Dates subject to change

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America's Pastime

ZONE PACKAGE / CHICAGO

2025 MLB Playoffs

Wild Card Round
3 games
Wild Card Series: Non-Home Team on ESPN/ESPN2
3 games
Wild Card Series: Chicago Cubs on ESPN/ESPN2
Division Series Round
5 games
NL Division Series: Non-Home Team on TBS/TNT
5 games
NL Division Series: Chicago Cubs on TBS/TNT
10 games
AL Division Series: Non-Home Team on FSI
Championship Series Round
7 games
AL Championship Series: Non-Home Team on FSI
7 games
NL Championship Series: Chicago Cubs on TNT/TBS

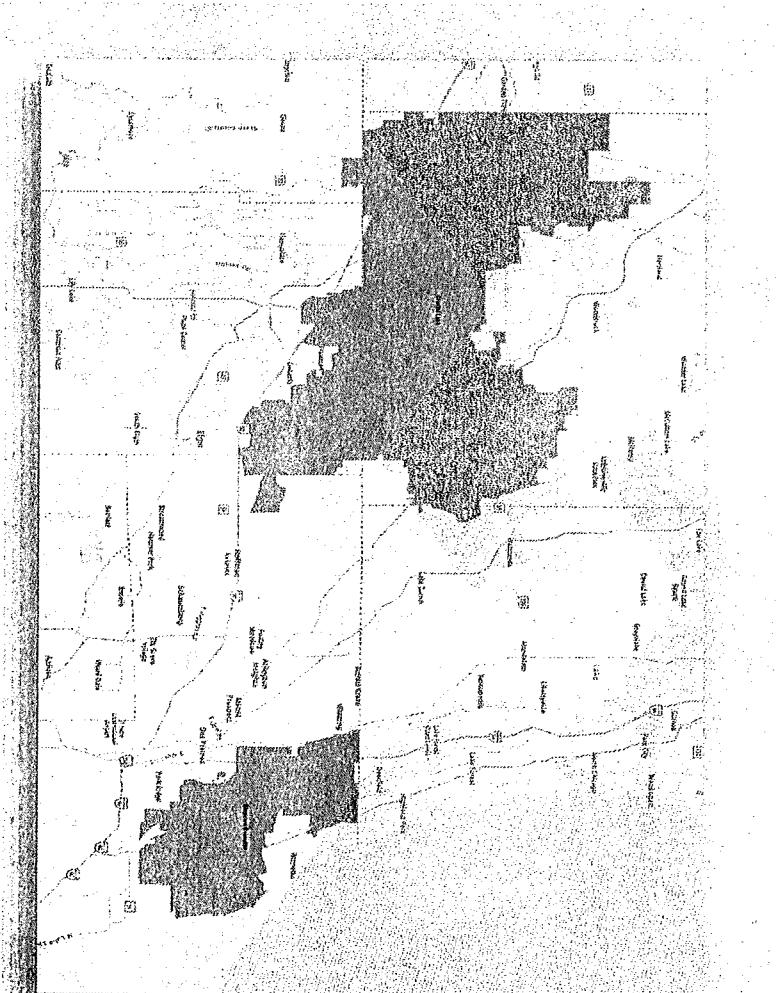
Zone(s)	TV Ads per Zone	TV Investment	Total Investment
GLENVIEW/EVANSTON-1283	46	\$7,454	\$7,454
CRYSTAL LAKE-2696	46	\$5,683	\$5,683
GRAND TOTAL	92	\$33,137	\$33,137

NET Investment 11,166.45

- Zone Packages take precedent over retail OTO's
- Additional events/programs may be available; see your Account Executive for more detail.
- All live sports schedules, times, dates are subject to change; inventory subject to change.
- Number of home team games may vary depending on schedule.

Authorized Acceptance: _____

Date: _____



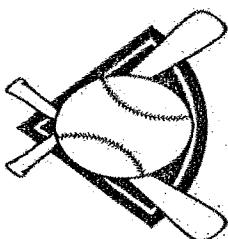
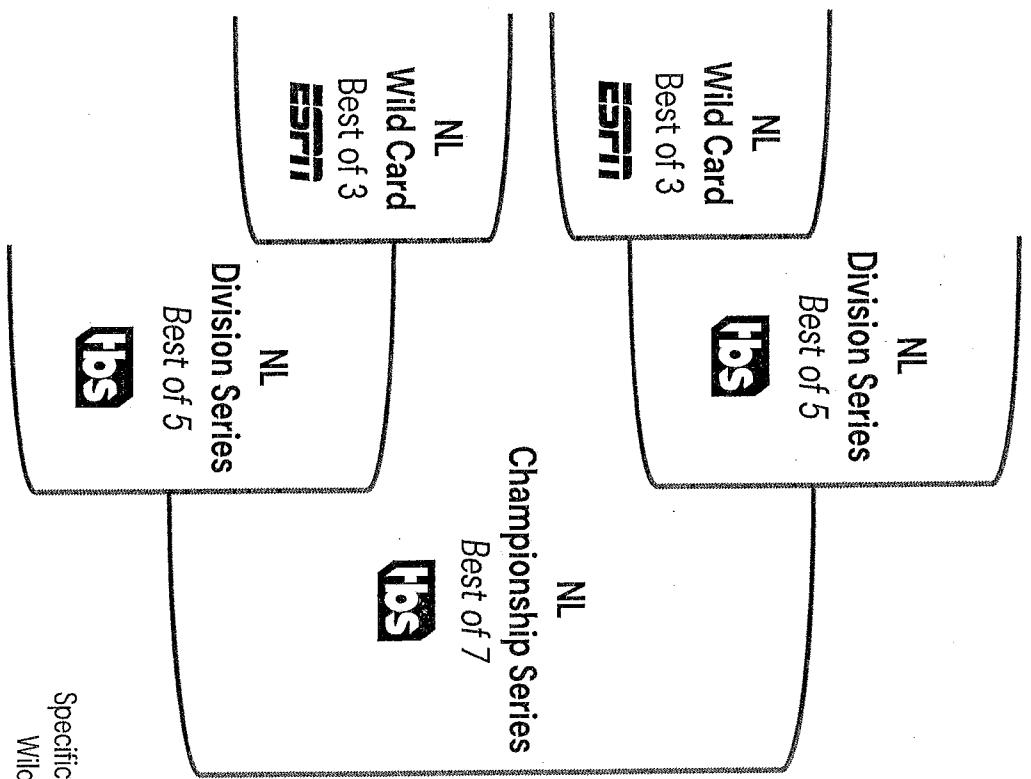
COMCAST
ADVERTISING

A home run for advertisers

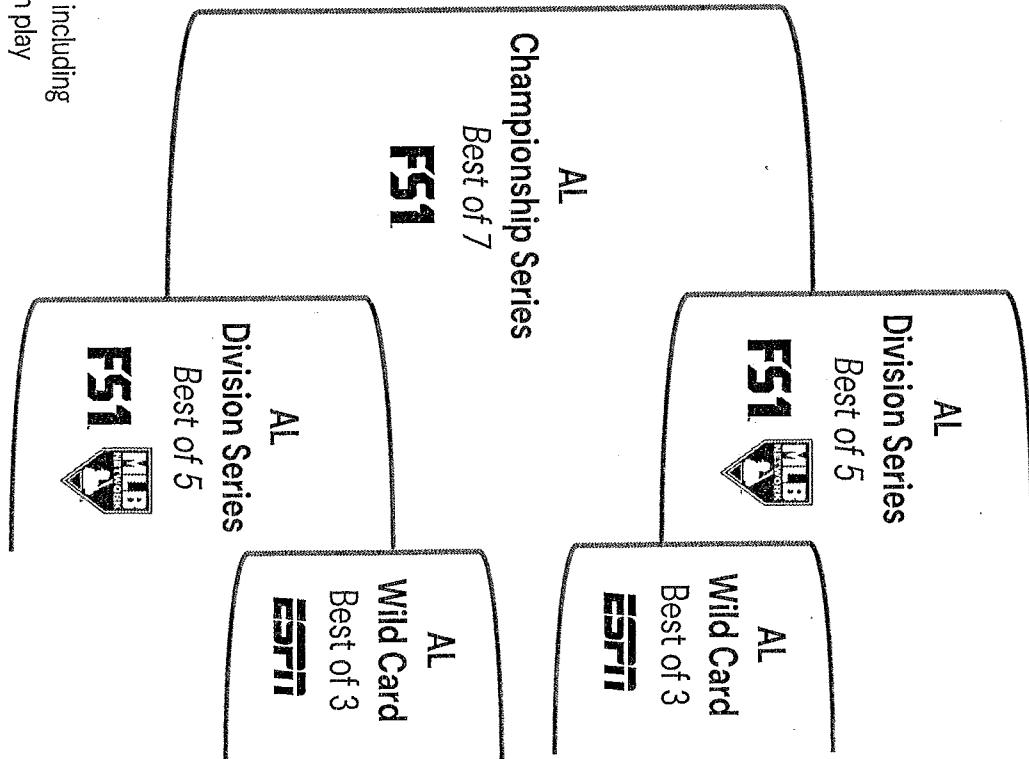
2025 MLB Playoffs

Road to the World Series

2025 MLB Playoffs

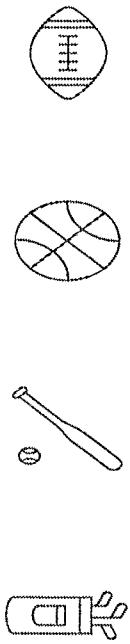


WORLD
SERIES



MLB heavy viewers are likely to watch additional sports

MLB heavy viewing households
are more likely to be the
following audiences:



+19%

more likely to be Autumn Years

+158%

more likely to be heavy NFL viewers

+249%

more likely to be heavy NHL viewers

+193%

more likely to be heavy NBA viewers

+123%

more likely to be heavy NCAA basketball viewers

+10%

more likely to be Booming with Confidence

+12%

more likely to be Flourishing Families

+5%

more likely to be Suburban Style

+4%

more likely to be Power Elite

+161%

more likely to be heavy PGA viewers

+101%

more likely to be heavy soccer viewers

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ZONE PACKAGE / CHICAGO

2025 MLB Playoffs

Wild Card Round	
3 Games	Wild Card Series: Non-Home Team on ESPN/ESPN2
3 Games	Wild Card Series: Chicago Cubs on ESPN/ESPN2
Division Series Round	
5 Games	NL Division Series: Non-Home Team on TBS/TNT
5 Games	NL Division Series: Chicago Cubs on TBS/TNT
10 Games	AL Division Series: Non-Home Team on FSI
Championship Series Round	
7 Games	AL Championship Series: Non-Home Team on FSI
7 Games	NL Championship Series: Chicago Cubs on TNT/TBS

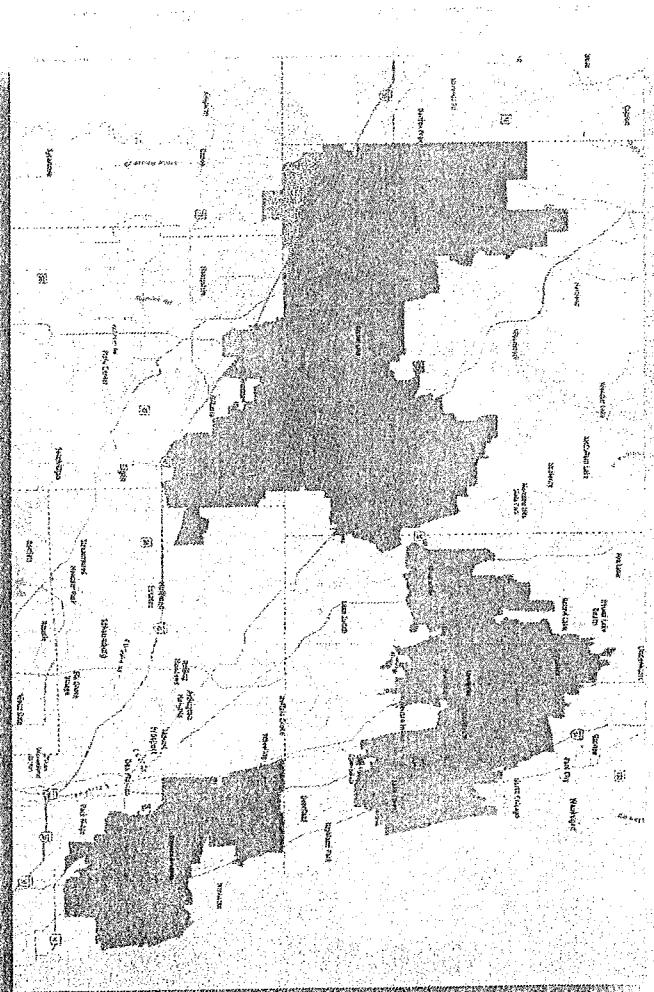
Zone(s)	TV Ads per Zone	TV Investment	Total Investment
GLENVIEW/EVANSTON-1283	46	\$7,454	\$7,454
CRYSTAL LAKE-2696	46	\$5,683	\$5,683
LIBERTYVILLE-1863	46	\$4,920	\$4,920
GRAND TOTAL		\$18,057	\$18,057
NET Investment		15,348.45	

- Zone Packages take precedent over retail OTOs

- Additional events/programs may be available; see your Account Executive for more detail
- All live sports schedules, times, dates are subject to change; inventory subject to change
- Number of home team games may vary depending on schedule

Authorized Acceptance: _____

Date: _____



LaSalle County Tourism SOCIAL MEDIA REPORT

8.15.25

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



Success Snapshot

Between July 1 - July 31 we achieved the following:

FB Accounts Reached

14,219

7/1 - 7/31
Users

Instagram Accounts
Reached

12,546

7/1 - 7/31
Engagements

Website Traffic

7,203

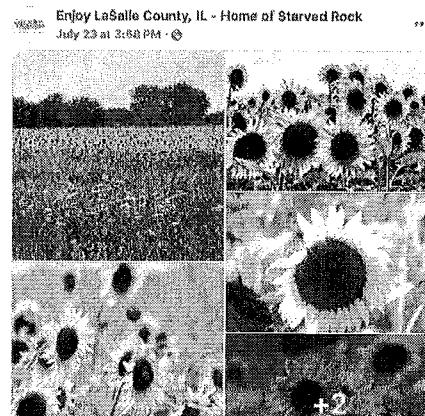
7/1 - 7/31
Page Views

Facebook Performance

July 1 - July 31

# of posts	Net Followers Gain/Loss	Page Views	Post Reach
10 (Posts + Stories)	47/13	2,603 unique page views	14,219 users Popular Regions: • Aurora • Naperville • Quad Cities • Chicago • Peoria • Rockford

Top performing post:



Instagram Performance

July 1 - July 31

# of posts and stories	Net Followers Gain/Loss	Total Content Interactions	Bio Link Clicks	Accounts Reached
8	27/11	397	124	12,546 Popular Regions: • Quad Cities • Aurora • Chicago • Naperville

Top performing post:



Website Performance

July 1 - July 31

Popular pages	Total Traffic	Directed From	Avg Email Subscriber
<ul style="list-style-type: none">• Resorts & Lodges• <u>parks & Nature</u>• Dining• Shopping• <u>Events</u>	5,529 New Users 6,741 Total Users 7,203 Pageviews	<ul style="list-style-type: none">• Google Search• Facebook (Groups shared Facebook content)• Instagram• <u>Partner pages</u> -Commercial redirect -<i>Kishauwau Cabins</i> -<i>Enjoy Illinois</i> Redirects	<ul style="list-style-type: none">• Located at least 50 miles from LaSalle Co.• Mid to late 40's• Nearly 40% Out of State• Largely in Chicagoland Area

Delivery Fulfillment

Distribution 8/15:

