

Tourism Agenda

September 19, 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

Celebration of Lights City of LaSalle – Rack Card, Billboard and Social Media

Deck The Historic Halls - Rack Card, Billboard and Social Media

Chris Kringle Market – Billboard and Social Media

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

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 September 19, 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	Laura Walker	Hegeler Carus
Kate Gillman	Heritage Corridor	Thomas Miller	Board Member
Ana Koval	I & M Canal	Ryan Searl	Shaw Media
		Doug Trager	Board Member

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

Tourism Funding Request

Celebration of Lights City of LaSalle – Rack Card, Billboard and Social Media

Motion by Mr. Brown 2nd by Ms. Braboy to approve funding request for Celebration of Lights Rack Card, Billboard and Social Media Aye=All Nay=None Motion Carried

Deck The Historic Halls - Rack Card, Billboard and Social Media

Motion by Ms. Braboy 2nd by Ms. Owen to approve funding request for Deck the Historic Halls Rack Card, Billboard and Social Media Aye=All Nay=None Motion Carried

Chris Kringle Market – Billboard and Social Media

Motion by Mr. Blue 2nd by Ms. Braboy to approve Chris Kringle Market Billboard and Social Media Aye=All Nay=None Motion Carried

NEW BUSINESS

OLD BUSINESS

Development of Trails and Parking at the newly acquired land

- No Update

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

- Next meeting will be in Utica

Heritage Corridor Update

- New campaign coming
- Flock to the Rock Campaign starting soon

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: City of La Salle

Authorized Official: Curt Bedei Economic Development Director

NAME

TITLE

Signature: Curt Bedei

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: Celebration of Lights

Anticipated Start and Completion Dates:

From: 11/9/25 **To:** 1/1/26

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 10/26/25

2nd 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 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:

11/16/2025 - 12/13/2025 - Drive through nearly 3 miles of lighted displays in La Salle

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:

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify 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: Laura Walker

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: Deck the Historic Halls

Anticipated Start and Completion Dates:

From: November 6, 2025

To: December 20, 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 November 6, 2025-November 20, 2025

2nd December 1, 2025-December 15, 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:
November 6, 2025-December 6, 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).

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

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

| <b>VENDOR</b> | <b>DESCRIPTION OF SERVICES</b> | <b>ITEMIZED COST</b> |
|---------------|--------------------------------|----------------------|
|               |                                |                      |
|               |                                |                      |
|               |                                |                      |
|               |                                |                      |

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.)

See attached rack card. We are requesting 15k brochures to distribute, a billboard as listed above and facebook marketing as listed.

**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 15k 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 as listed.

**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.

Holiday-themed events in the area, such as the Celebration of Lights, the holiday shopping in the area, Holiday-themed tours at the Reddick, among other Holiday events and family visits to the area, 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 with in the County through hotel stays (documented through our current surveying), 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 holiday time periods), increased stays in the area (as noted through surveying) 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 2 months) in cash is projected at \$2000 from our operational budget. Other event elements (decorations, photography, etc.) are being provided through in-kind donations. We have submitted a grant for the music for the brunch through Starved Rock Community Foundation. The number of trees, up to 12, will be decorated by sponsors. 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 as this is its second year.

**FOR OFFICE USE ONLY**

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

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

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

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

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

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

LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)

1. APPLICANT: Chris Keingle

Authorized Official: \_\_\_\_\_  
Signature: Donna J. Reynolds 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: 1028 LaSalle Street

City: Ottawa County: IL Zip Code: 61350

Email: Donna.R@Visitottawa.org Phone: 815-434-2737

FEIN #: 36-4082603

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: Chris Keingle Market

Anticipated Start and Completion Dates:

From: 11/28/25 To: 12/21/25

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

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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

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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. 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.

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

1. *What is the name of the person you are writing to?*

**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@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 SOCIAL MEDIA REPORT

9.19.25

Ryan Searl

Website Brand Manager, Shaw Media

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



## Success Snapshot

Between August 1 - August 31 we achieved the following:

FB Accounts Reached

Instagram Accounts  
Reached

Website Traffic

**12,871**

8/1 - 8/31  
Users

**10,293**

8/1 - 8/31  
Engagements

**7,061**

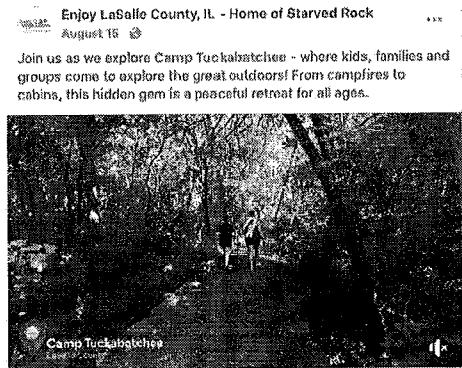
8/1 - 8/31  
Page Views

# Facebook Performance

August 1 - August 31

| # of posts           | Net Followers Gain/Loss | Page Views              | Post Reach                                                                                                                                                                                                   |
|----------------------|-------------------------|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 (Posts + Stories) | 33/8                    | 2,164 unique page views | <p>11,871 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:

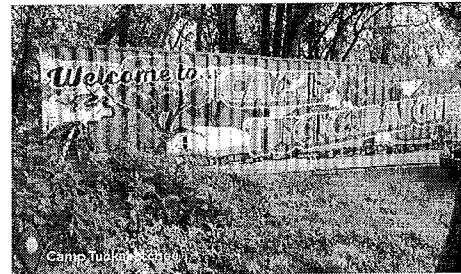


# Instagram Performance

August 1 - August 31

## Top performing post:

| # of posts and stories | Net Followers Gain/Loss | Total Content Interactions | Bio Link Clicks | Accounts Reached                                                                                                                                                 |
|------------------------|-------------------------|----------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8                      | 19/7                    | 203                        | 114             | <p>10,293</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

August 1 - August 31

| Popular pages                                                                                                                                                                                          | Total Traffic                                           | Directed From                                                                                                                                                                                                                                                       | Avg Email Subscriber                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Resorts &amp; Lodges</li><li>• <a href="#"><u>Parks &amp; Nature</u></a></li><li>• Dining</li><li>• Shopping</li><li>• <a href="#"><u>Events</u></a></li></ul> | 5,472 New Users<br>6,239 Total Users<br>7,061 Pageviews | <ul style="list-style-type: none"><li>• Google Search</li><li>• Facebook (Groups shared Facebook content)</li><li>• Instagram</li><li>• <a href="#"><u>Partner pages</u></a><br/>-Commercial redirect<br/>-Kishauwau Cabins<br/>-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 9/19:

