

**MINUTES OF A SPECIAL COMMITTEE OF THE WHOLE MEETING
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES
OSWEGO VILLAGE HALL
100 PARKERS MILL, OSWEGO, ILLINOIS
November 1, 2022**

CALL TO ORDER

President Troy Parlier called the meeting to order at 6:30 p.m.

ROLL CALL

Board Members Physically Present: President Troy Parlier; Trustees Tom Guist, James Marter II (attended at 6:30 p.m. after roll call was taken), Terry Olson, Jennifer Jones Sinnott, and Brian Thomas

Staff Physically Present: Dan Di Santo, Village Administrator, Christina Burns, Asst. Village Administrator; Tina Touchette, Village Clerk; Jeff Burgner, Police Chief; Jennifer Hughes, Public Works Director; Rod Zenner, Community Development Services Director; Andrea Lamberg, Finance Director, Bridget Bittman, Community Engagement Manager- Marketing; Kevin Leighty, Economic Development Director; Joe Renzetti, IT/GIS Director; and Karl Ottosen, Village Attorney.

PUBLIC FORUM

Public Forum was opened at 6:30 p.m. There was no one who requested to speak. The public forum was closed at 6:30 p.m.

NEW BUSINESS

G.1 Discussion of Continuing Partnership with the AACVB

Asst. Village Administrator Burns addressed the Board regarding the marketing program with the Aurora Area Convention and Visitors Bureau (AACVB). The AACVB was formed in 1987 as a private, nonprofit organization dedicated to marketing the greater Aurora area for tourism and hotel stays. Their membership is currently comprised of ten communities: Aurora, Batavia, Big Rock, Hinckley, Montgomery, North Aurora, Oswego, Plano, Sugar Grove, and Yorkville. The Village became a member in 2018 at the request of local hoteliers. The Village's capacity and expertise to do tourism marketing was limited and the introduction to AACVB's Municipal Marketing Partnership offered more direct Oswego promotion. In February 2018, the Village entered into an agreement of which expires December 15, 2022. Partnership with the AACVB requires a financial contribution of 90% of the Village's 3% hotel/motel tax. The AACVB contribution for FY23 is budgeted at \$54,000, 40% of which is used to promote Oswego. The Village retains the remaining 10% of hotel/motel tax.

Prior to the Village joining in 2018, the AACVB had emphasized its efforts to attract youth sports teams to its local sports venues. Only participant communities receive the hotel bookings in this model. AACVB also markets and attracts bus tours and conferences, promoting destinations across the region. For example, a tour may come to the area for a show at the Paramount but also stop at Fox Valley Winery in Oswego and tour the Farnsworth house in Plano. Similarly, sports tournaments frequently use multiple locations throughout the area to provide enough field or court space to meet their needs.

The Village also benefits from additional state funds through its CVB participation. AACVB receives a share of the state local tourism grants based on Oswego's population. The Village would not be eligible to receive those grant funds without participating in a CVB. In 2022, the Village directed some of the Municipal Marketing funds to promotion events at Venue 1012. The AACVB provided additional marketing of our events' series, including promotion to regional lifestyle and travel magazines. The Village's partnership with the AACVB has been beneficial in providing the kind of tourism marketing the Village is not able to do on its own that directly benefits our hotels. Sports marketing and travel tours benefit from utilizing resources across many communities, which the AACVB can do. Additionally, the Municipal Marketing partnership allows the Village to direct its marketing funds based on our evolving needs but leveraging AACVB's ad buys and expertise.

Cort Carlson and James Cardis presented the following marketing reports:

Oswego Marketing Report Summary

Overview

The Aurora Area CVB, as part of its municipal marketing co-op plan with the Village of Oswego, conducted and funded individualized marketing campaigns on behalf of Village attractions and events, including Wine On the Fox, Venue 1012, and Wine OFF the Fox.

Budget

The Aurora Area CVB allocated \$30,000 to Village of Oswego marketing activities:

- Paid social media promotion
- Print and online advertising
- Funding agency website development and associated campaigns

Performance

Village of Oswego marketing campaigns have achieved 3.5 million impressions and 30,000 clicks on \$24,000 in media spend.

campaign	spend	impressions	clicks
total	\$23,884.58	3,644,142	29,992

Results for digital and social campaigns managed by the Aurora Area CVB and Agency (Bureau Gravity) performed as follows:

	spend	impressions	clicks	cpm	cpc	ctr
AACVB	\$5,230	1,613,109	17,460	\$3.24	\$0.30	1.08%
Agency (Bureau Gravity)	\$16,654	1,881,033	12,532	\$8.85	\$1.33	0.66%

The Village of Oswego received added value from AACVB via complimentary print advertising with *Chicago Magazine* (\$4,000 value) and the *2022 Fox River Trail Guide* (\$500 value) published by Shaw.

Venue 1012 Marketing Report

- AACVB promoted Venue 1012 across all channels



enjoyaurora
Oswego, Illinois

enjoyaurora 🍷 A new event in Village of Oswego, Illinois celebrates wine while raising funds for a good cause — mark your calendars for Wine Off the Fox at Venue 1012 on Saturday, October 22nd, featuring main stage entertainment from The Jersey Girls 🎸 Learn more and reserve tickets at venue1012.com.

#oswegoill #enjoyaurora #enjoyillinois
#wine #winetasting #winefestival
Edited · 1w

View insights

AURORA AREA

OSWEGO ANNOUNCES LINEUP FOR VENUE 1012 SUMMER EVENT SERIES

Venue 1012 (newspaper season kicks off with Country Bash - Oswego Honors Veterans on May 28, 2022.

The 2022 summer season at Venue 1012 is kicking off with a bang on Saturday, May 28, 2022. The event, titled "Country Bash - Oswego Honors Veterans," will feature a lineup of talented local musicians and performers. The event is set to be a night of music, food, and fun, with proceeds from the evening going to support local veterans. The event will be held at Venue 1012, a new open-air venue in Oswego, Illinois. The event is free and open to the public. Tickets are available for purchase at venue1012.com. The event is set for Saturday, May 28, 2022, at 7:00 PM. The event is set to be a night of music, food, and fun, with proceeds from the evening going to support local veterans. The event will be held at Venue 1012, a new open-air venue in Oswego, Illinois. The event is free and open to the public. Tickets are available for purchase at venue1012.com. The event is set for Saturday, May 28, 2022, at 7:00 PM.

Enjoy a concert under the stars

The new Venue 1012 brings affordable, all-ages entertainment in an open-air setting to Oswego, Illinois. Summer events include weekend headliners, Thursday night back parties, and movies under the stars. See the full schedule at venue1012.com

Visit Venue1012.com

Aurora Area CVB @ Village of Oswego

Published by James Carter · Jun 8 · Oswego, IL ·

The Village of Oswego, Illinois, kicks off a fun-filled Fourth of July weekend at the new Venue 1012 tonight with a free concert featuring @Gang and @Cowboy's @Cowboys.

Find out more about what's in store, including a Saturday night concert headlined by the US Air Force Band of Music America's Starliner and American Idol contestant Ryan Argent at venue1012.com/oswego-independence-day-weekend...

#enjoyaurora #enjoyillinois #oswego #fourthofjuly #independenceday

CELEBRATE INDEPENDENCE DAY WEEKEND WITH FREE CONCERTS AND FIREWORKS IN OSWEGO, ILLINOIS

Concerts under the stars

Find out how you can enjoy concerts & movies under the stars at this new open-air venue

Aurora Area CVB

Open

Enjoy an event at Venue 1012

Unique attractions like Venue 1012 complement your visit to the Aurora Area of Illinois

May 11, 12:16PM

COUNTRY BASH OSWEGO HONORS VETS

FEATURED AT VENUE 1012

TICKETS AVAILABLE NOW

AURORA AREA VINE & CVD

Subject: Aurora Convention and Visitors Bureau Msg - Powered by GLN

Country Bash-Oswego. Enjoy headline performers & festival energy. Low-priced tickets, food trucks & great brews...

See more

- Online search and display
- Social media, organic and paid
- Longform content and event listings at enjoyaurora.com
- Email & text marketing to enjoyaurora subscribers

OSWEGO

Oswego is Chicagoland's destination for summertime fun on the Fox River!

Celebrate the sights, sounds, and flavors of the region. Check out our full summer events lineup at www.GoOswego.org and see how we #GoOswego.

Ride the trails along the Fox River · Shop & dine @venues Oswego · See a show at the new Venue 1012



- Print advertising in **Naperville Magazine**, Shaw Media's **Fox River Trail Guide 2022**, and a free full-page ad in **Chicago Magazine**
 - Digital Ads May -September 2022



Online advertising dedicated to promoting Venue 1012 performed best with **audiences planning family travel.**

Our campaign excluded the Chicago market, instead targeting potential visitors within a 2-3 hour drive of Oswego and the Aurora Area.

Geographic location of people who interacted with your ads

Targeting Quincy IL-Hannibal MO-Keokuk IA, Cedar Rapids-Waterloo-Iowa City & Dubuque IA, Madison WI, Peoria-Bloomington IL, Champaign & Springfield-Decatur IL, South Bend-Elkhart IN, Davenport IA-Rock Island-Moline IL, Rockford IL

Excluding Chicago IL



- Combined Results

1.37 million impressions

Venue 1012 promotions activated by the Aurora Area CVB achieved **1,369,981 total impressions**

10,000+ views

Venue 1012 content at enjoyaurora.com received **10,893 pageviews**

- Next Steps

- Analyze visitor flow to Venue 1012 via **Datafy**, our destination intelligence dashboard
- Optimize **venue1012.com** for discovery in search results
- Establish **Venue 1012 social media** accounts
- **Include Chicago market** in target audiences for AACVB campaigns promoting Venue 1012

Board, staff, and AACVB discussion focused on very successful summer at the Venue; proud of the numbers in the reports; additional funds are in the Fall and holiday season campaign right now; other communities base their contributions on the hotel/motel tax; goal is to drive guests to stay in hotels; whether there are other avenues to obtain traffic; local radio is very costly; makes more sense to promote digitally; not promoting on streaming services; leisure and consumer marketing; direct sales more for sports; whether there is a larger return on group sales; marketing done as a region and not specific to communities; examples of print ads for the region and for Oswego; opportunities for providing marketing in more ads; putting more in social media; vast majority of marketing is digital and social media; Bureau Gravity is a separate company; funds of 40% is specific to marketing Oswego; 3% of hotel tax goes to AACVB; bringing recognition to Oswego's brand; whether there is a breakdown in age demographic; can obtain the information through AACVB data files; target is for those who are 25 and older; AACCB campaign excludes the Chicago market because Bureau Gravity is doing the marketing to Chicago; not wanting to duplicate what Bureau Gravity is doing; having a say in what the priorities are; AACVB serves ten communities; Oswego ranks second with North Aurora and Yorkville similar in the rankings; why Oswego is excluded in the annual report; Oswego is always included in the figures; only one photo in the report; what the plan is to focus on the Venue; will depend on what Village staff wants; will come up with a plan and how to spend the funds; advertising goes out to anyone who subscribes; e-advertisements; Fox Trail Guide for each community. AACVB to provide a copy of print ads to the Village Board. There was no further discussion.

CLOSED SESSION

There was no closed session.

ADJOURNMENT

The meeting adjourned at 6:58 p.m.

Tina Touchette
Village Clerk