

## County Board takes on tourism

Tom Vershelde | Posted: Sunday, October 2, 2011 6:39 pm

The Economic Development Committee (EDC) of the DeKalb County Board decided to make a greater effort to attract tourists to DeKalb County after tourism numbers increased by 9.6 percent from 2009 to 2010.

"[We] invited people who are involved with the arts and entertainment sector in the county to a recent committee meeting," said DeKalb County Board member Jeff Metzger. "Our committee hoped that this would be a guide to direct this sector for future collaboration, and use their combined resources for advertising and promoting events jointly. This initial meeting seemed to be a huge success."

Debbie Armstrong, executive director of the DeKalb County Convention & Visitors Bureau (CVB) said DeKalb County always had a big arts and entertainment niche, and now it's attracting more businesses that specialize in arts and entertainment.

The EDC currently works with the CVB to find better ways to promote the county.

"We are working on our marketing plan right now," Armstrong said.

The CVB also helps communicate to tourists what kinds of attractions the county has to offer.

"We have the pumpkin patch, corn mazes, wineries, apple orchards and historical sites," Armstrong said. "We actually just had two tour groups come through in September. It is our job at the CVB to know what to see and what to do in DeKalb County."

Sycamore Mayor Ken Mundy said increased tourism would positively impact the city of Sycamore.

"For every family of four that spends the night in town, they spend an average of \$400," Mundy said. "Whenever we have people enjoying our community and helping our businesses, it is beneficial."