

# Armstrong: Reflection on 2011 tourism in DeKalb County

Happy New Year from the DeKalb County Convention and Visitors Bureau.

Last year proved to be eventful and profitable for tourism. Two of the DCCVB's most important accomplishments were achieving certification status for the bureau and bringing the "Untitled Ramin Bahrani Farm Film" to DeKalb County.

Together, both generated more than \$1 million in revenue for county businesses, were responsible for nearly 5,000 hotel room nights being sold and doubled our marketing budget for 2012.

## It takes a county

The DCCVB Board would like to thank our partners, sponsors and supporters while we reflect on the accomplishments achieved by working together to market DeKalb County:

Becky Beck's Jewelry, city of DeKalb, DeKalb Chamber of Commerce, DeKalb County Board, DeKalb County Community Foundation, DeKalb County Economic Development Committee, DeKalb County Economic Development Corp., DeKalb Park District, Genoa Area Chamber of Commerce, Illinois Lincoln Highway Coalition, Jonamac Orchard, Kishwaukee Community Hospital, MorningStar Media Group, Monsanto, The National Bank & Trust Co., Northern Illinois Tourism Development, Northern Illinois University Athletics, NIU Convocation Center, NIU University Relations, ProSound Productions, Shabbona Business Association, Shaw Media, Sieperts & Co., Sycamore Chamber Tourism/Discover Sycamore, TBC Net, Village of Cortland, Village of Malta, Village of Shabbona and WLBK 1360/WSQR.

## Marketing DeKalb County

Our primary responsibility is to market our county to visitors who travel 50 or more miles from their homes to spend time and money in DeKalb County. That is why most marketing campaigns are not seen locally.

- The new 2012 DeKalb County visitors' guides are available at our office, hotels, tourist attractions, municipalities and at the DeKalb County Board office in Sycamore. The guide also is available at [www.dekalbcountycvb.com](http://www.dekalbcountycvb.com).
- The DCCVB was awarded a grant from DCCF for an interactive information kiosk at the Convocation Center. We are grateful to the DCCF, the Convocation Center, NIU Athletics and NIU University Relations for partnering with us for the project.
- We expanded marketing to include distribution of the visitors guides at O'Hare, Hinsdale, Belvidere and DeKalb Oasis travel kiosks.
- 60,000 new rack cards promoting DeKalb County arts and culture, festivals and historical attractions will be available to tourists at travel kiosks at Navy Pier and along the I-94 corridor throughout Illinois and Wisconsin.
- The DCCVB marketing committee is working with a local company to produce a one-minute video to showcase the area for meeting planners.
- Catch our monthly radio show brought to you by WLBK 1360/WSQR at 8:40 a.m. the first Wednesday of every month.

## New office location

The DeKalb County Visitors Bureau is still in the Nehring Center; however we moved upstairs to accommodate our growth needs and the addition of a part-time marketing assistant. Our new address is 111 S. Second St., Suite 202, DeKalb, IL 60115. Enter through the door that faces Second Street with the green awning to get to the DCCVB office. The office is at the end of the hall to the right. Stop by and visit.

- *Debbie Armstrong is executive director of the DeKalb County Convention and Visitors Bureau.*

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