

Note: These minutes are not official until approved by the Economic Development Committee at a subsequent meeting. Please refer to the meeting minutes when these minutes are approved to obtain any changes to these minutes.

DeKalb County Government
Sycamore, Illinois

**Economic Development Committee Minutes
February 4, 2020**

The DeKalb County Economic Development Committee met on Tuesday, February 4, 2020 in the Administration Building's Conference Room East in Sycamore, Illinois. Chair Emmer called the meeting to order at 7:00 p.m. Those Members present were Mr. Tim Bagby, Ms. Rukisha Crawford, Mr. Tim Hughes, Ms. Terri Mann-Lamb, Ms. Sandra Polanco, and Chair Laurie Emmer. A quorum was established with all six Members present.

Others present included Gary Hanson, Derek Hiland, Jolene Willis, Cortney Strohacker, Brad Hoey, and Greg Millburg.

APPROVAL OF THE AGENDA

It was moved by Ms. Crawford, seconded by Mr. Hughes, and it was carried unanimously to approve the meeting agenda as presented.

APPROVAL OF THE MINUTES

It was moved by Mr. Bagby, seconded by Ms. Crawford, and it was carried unanimously to approve the minutes from the January 7, 2020 meeting.

PUBLIC COMMENTS

There were no public comments.

DEKALB COUNTY CONVENTION & VISITORS BUREAU REPORT & APPROVAL OF ANNUAL RE-CERTIFICATION RESOLUTION

DeKalb County Convention & Visitors Bureau (DCCVB) Executive Director Cortney Strohacker and Board President Brad Hoey joined the Committee to introduce themselves as well as provide an update on all the things that the DCCVB has been doing over the past year.

Mr. Hoey provided a PowerPoint presentation (attached). He shared that the DCCVB is DeKalb County's sole Destination Marketing Organization. The DCCVB works on behalf of DeKalb County Government and other County stakeholders to attract leisure travelers and overnight visits to the area's diverse attractions, destinations, events and amenities. The bureau serves as a primary point of contact for meeting planners, sports tournament directors, tour operators, special event planners and travelers. Bureau marketing initiatives are primarily focused on markets and regions outside of DeKalb County to attract guests and visitors spending to the area.

The revenue generated from visitor spending in 2018 was \$101.7 million, a 2.94% increase from 2017. This marks the 10th year in a row that tourism revenue for DeKalb County has increased. Hotel sales continue to rise and contribute more than \$500,000 in taxes to the County. The investment that the County contributes to the DCCVB goes twice as far with the Illinois Office of Tourism Local Tourism Grant. This annual grant that is only available to certified Convention & Visitors Bureaus matches all moneys dollar for dollar contributed from DeKalb County Partners.

The County hosted their 4th IHSA State Football Championship November 29-30, 2018 which showcased DeKalb County in the best possible light. There were 20,000 plus visitors and generated an estimated economic impact of \$800,000 for the region.

Mr. Hoey detailed the targeted marketing efforts the Bureau makes to the Chicagoland area and beyond as well as all the areas individuals can find the County's Visitor Guides.

In 2020, DeKalb County will be welcoming even more sporting events, meetings and conventions, and entertainment events. The DCCVB is continuing to grow their niche market while highlighting and collaborating with the many attractions and venues the County has to offer.

Ms. Strohacker additionally thanked the County for offering them space in the DeKalb County Community Outreach Building where they are now more accessible to the public. The DCCVB respectfully requested that the County continue to fuel this economic engine by providing an annual letter of support and a Resolution recognizing the DCCVB as the marketing and promotion organization for DeKalb County tourism.

The Committee thanked Ms. Strohacker and Mr. Hoey for all their continued efforts in marketing DeKalb County and all the great areas and events it has to offer.

It was moved by Mr. Bagby, seconded by Ms. Mann-Lamb and approved unanimously to forward the Annual Re-Certification Resolution to the full County Board recommending its approval.

2020 CENSUS UPDATE

DeKalb County Economic Development Coordinator Jolene Willis provided an update and timeline on the upcoming April 1, 2020 Census. Individuals can fill out their Census as early as March, online (video and printed guides available in 59 languages, as well as ASL and Braille), over the phone (in 13 languages), or by mail.

Decennial Census data is used to determine how to apportion \$675B of federal funding for 55 State and County vital programs, like Medicaid, Foster Care, Pell Grants, SNAP, Highway and Construction Funding, Section 8, Free and Reduce Lunch/Breakfast Programs, and many more. Census data is also used to determine the number of seats each state has in the U.S. House of Representatives and political representation at all levels of Government.

Every County in Illinois stands to lose approximately \$1,535 per person, per year (\$15,535 over 10 years) for every person who does not participate in the 2020 Census.

The Census Bureau uses information from the Decennial Census to redraw the boundaries of congressional and state legislative districts and reapportions congressional representation. Due to population loss in Illinois, we expect to lose one federal representative. If only 1% of the state's population is not accurately counted, we are at risk of losing a second representative seat, leaving Illinois with only 16 Federal Congressional Representatives.

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Ms. Willis shared that the County has received a \$76,000 grant to assist with marketing for the 2020 Census. The County in conjunction with the City of DeKalb and Northern Illinois University will be marketing and targeting hard-to-count areas such as the North Annie Glidden Corridor within the City of DeKalb. It is very important for the County to reach those hard-to-count areas within the municipalities as well as out in the Unincorporated areas to ensure that everyone is counted. DeKalb County had a 77% participation rate during the 2010 Census and it will be imperative to get that percentage rate up as high as possible during this round.

COMMUNITY DEVELOPMENT UPDATE

Community Development Director Derek Hiland updated the Committee regarding recent meetings from the DCEDC's CEDS process. This process has been going on for about 2+ years now but it even began before that with DeKalb County Thriving. At the most recent CEDS meeting, everyone agreed to take a step back and refer to the process as DeKalb County Thriving again as a way to better communicate to the outside public what they are doing and trying to accomplish. Some of the subcommittees are talking about combining together due to there being mutual interest and a lot of crossover with who sits on what Committee.

Mr. Hiland also updated the Committee on what the Regional Planning Commission has been doing recently. He also explained that the RPC Meetings have been moving around the County in order to get those Commissioners familiar with other parts of the County that they may not otherwise visit very often.

Mr. Hiland lastly shared that the County's GIS Program that was designed to assist with the County's small-town economic development is at the point to be rolled out. Memorandum of Understandings have been drafted and there is a plan in place that for all of this year anyone who wants to participate with the County in utilizing this software can do so for free. The following year would be the beginning of a very nominal subscription fee. Mr. Hiland noted that he hopes they will see great successes with that program for the County's small towns.

ADJOURNMENT

It was moved by Mr. Hughes, seconded by Ms. Mann-Lamb and it was carried unanimously to adjourn the meeting at 8:04 p.m.

Respectfully submitted,

Chairman Laurie Emmer

Tasha Sims, Recording Secretary



DeKalb County's Destination Marketing Organization

- As the county's sole DMO, the DCCVB works on behalf of DeKalb County Government and other county stakeholders to attract leisure travelers and overnight visitors to the area's diverse attractions, destinations, events and amenities.
- The bureau serves as a primary point of contact for meeting planners, sports tournament directors, tour operators, special event planners and travelers.
- Bureau marketing initiatives are primarily focused on markets and regions outside of DeKalb County to attract guests and visitor spending to the area.

Illinois Tourism is BIG Business

\$41.7 Billion

**Visitor expenditures in 2018
(Up 5.1% from 2017)**

- **117 million visitors** to the state (+ 3 million from previous year)
- **\$3.3 billion in Local Tax Revenue** due to visitor spending (Up 7.1%)
- **342,300 Jobs** Supported from Tourism in 2018

Visitor Economic Impact Source: US Travel Association; D.K. Shiffet & Associates; Office of Tourism Industries; Illinois Dept. of Revenue & the Illinois Office of Tourism

Illinois Tourism is BIG Business

\$41.7 Billion

**Visitor expenditures in 2018
(Up 5.1% from 2017)**

- Tourism contributed an additional **\$220.8 million** to **state and local communities** in 2018
- Visitor expenditures saves average Illinois household more than **\$1,300** in taxes per year

Visitor Economic Impact Source: US Travel Association; D.K. Shiffet & Associates;
Office of Tourism Industries; Illinois Dept. of Revenue & the Illinois Office of Tourism

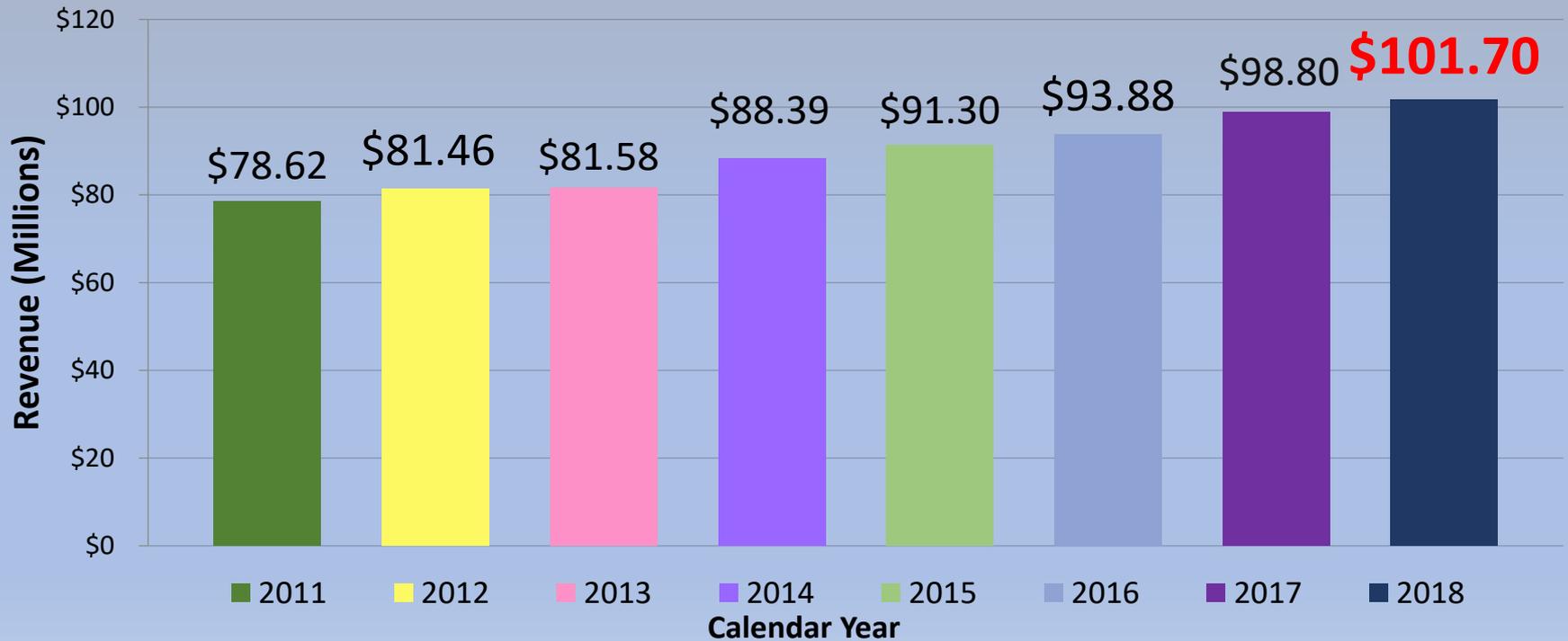
Travel and Tourism Impact on DeKalb County

\$101.7 million

**Visitor expenditures in DeKalb County in 2018
(Up 2.9% from 2017)**

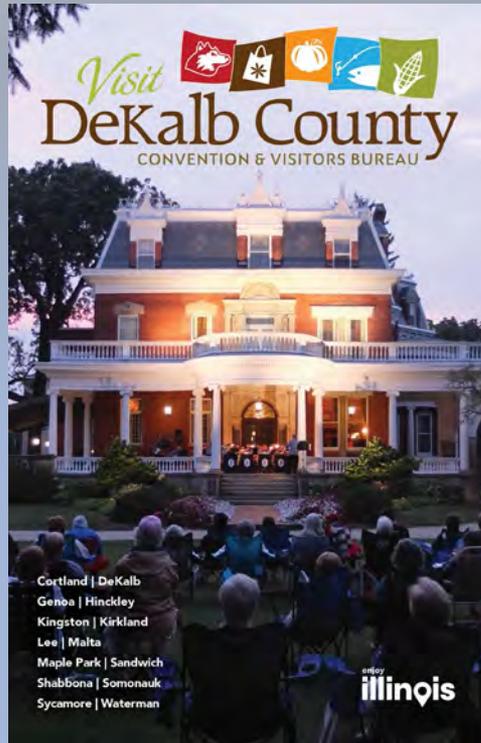
- **\$1.69 million** in Local Tax Revenue due to visitor spending (Up 1.5%)
- **5,200 Jobs Created** from Tourism in Illinois
- **590 Jobs Created in DeKalb County**

DeKalb County Visitor Spending Continues to Grow



Visitor Spending Source: US Travel Association; D.K. Shiffet & Associates; Office of Tourism Industries; Illinois Dept. of Revenue & the Illinois Office of Tourism

Targeted Marketing to Chicagoland and Beyond



30,000 Visitors Guides

- 7 Tourist Information Centers
- Illinois Tollway Oases: Belvidere, DeKalb, Hinsdale, O'Hare, Lake Forest and Chicago Southland Lincoln
- CTM Kiosk Program (Multi-State)
- Northern Illinois University (distributed among HSC, Convocation Center, BAVC and other campus locations)
- Union Station Chicago

CTM Kiosk Program



- **62 Hotel displays in Northwest Illinois Hotels (Hampshire, Joliet, Oregon, DeKalb, Kewanee, Peru, Dixon, Ottawa, and more...**
- **138 Chicago Southwest Hotels (Naperville, Downers Grove, Aurora, St. Charles, Bloomingdale, Addison, Lombard, etc.)**

CTM Kiosk Program



- **22 Brochure Displays at Chicagoland attractions (Navy Pier, City Segway Tours, Wendella Boats and Water Taxi, Donald E. Stephens Convention Center, Midway Airport Rental Car Facility, Second City, DuSable Museum, etc.)**

CTM Kiosk Program



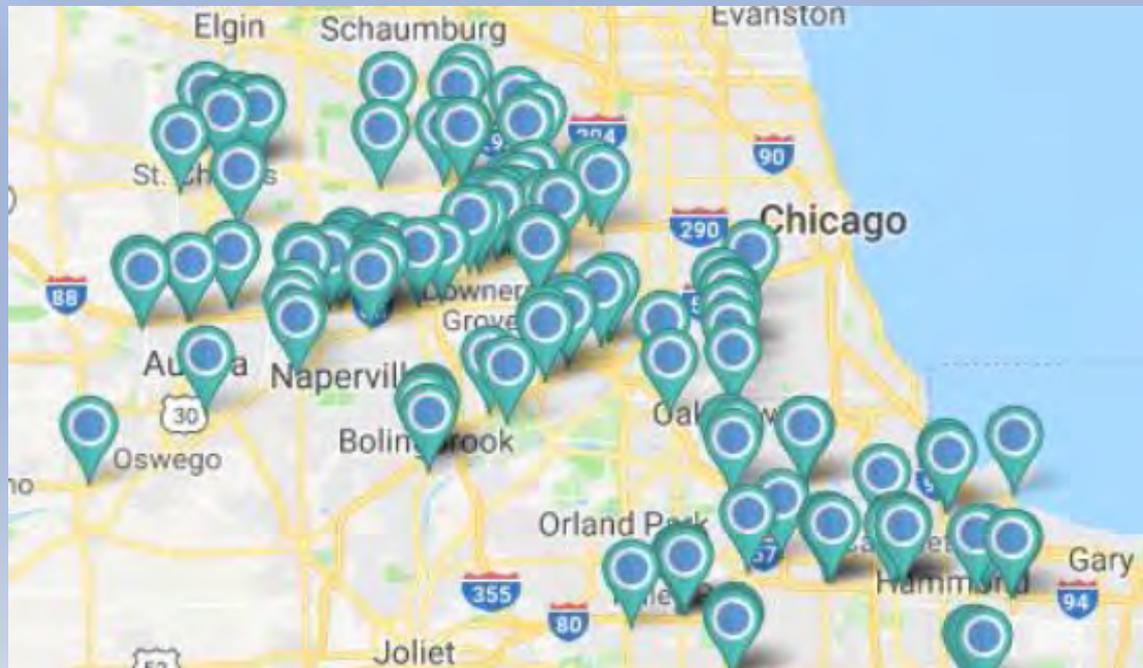
Northwest Illinois Hotels | Visitor Program
62 Locations | Estimated Audience: **2,519,000**



CTM Kiosk Program



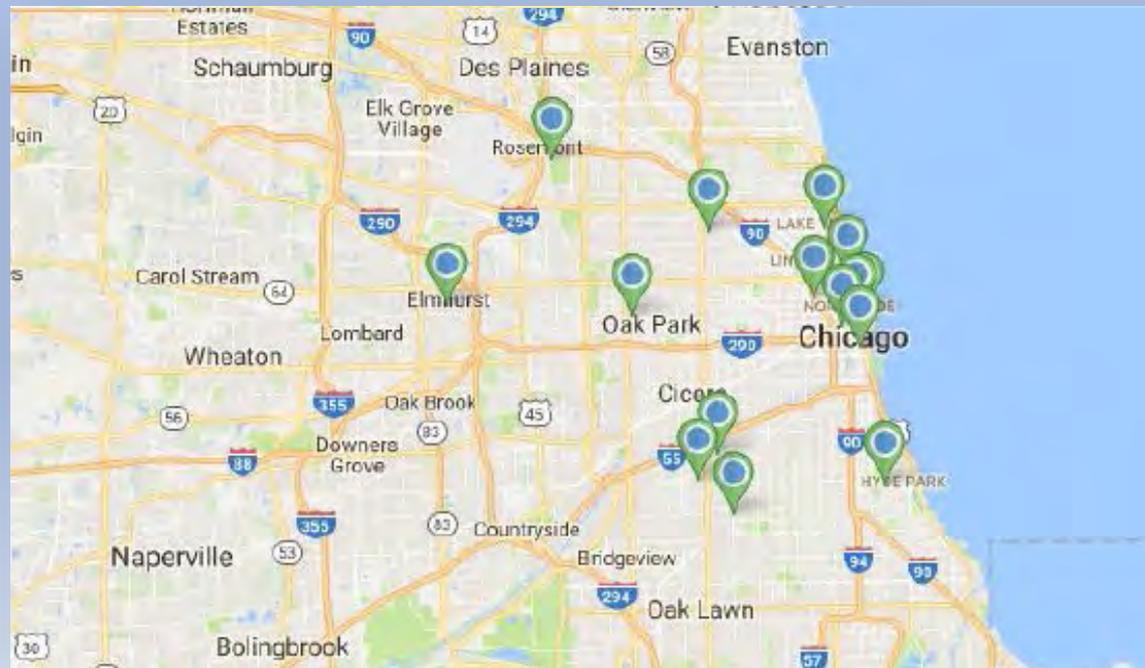
Chicago Southwest Hotels | Visitor Program
138 Locations | Estimated Audience: **8,589,233**



CTM Kiosk Program



Chicago Attractions | Visitor Program
23 Locations | Estimated Audience: **4,309,264**





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DeKalb, IL 60115
Office (815) 756-1336
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www.dekalbcountycvb.com



enjoy
illinois

**RESOLUTION
R2020-XX**

**A RESOLUTION SELECTING THE DEKALB COUNTY CONVENTION
AND VISITORS BUREAU AS DEKALB COUNTY'S AGENCY OF
RECORD FOR TOURISM PROMOTIONS FOR THE ILLINOIS OFFICE
OF TOURISM FY2020.**

WHEREAS, the DeKalb County Board seeks to affiliate itself with the DeKalb County Convention and Visitors Bureau to assist in the promotion and marketing of DeKalb County; and

WHEREAS, such affiliation will encourage further retail, commercial, and business success in DeKalb County.

NOW, THEREFORE, BE IT RESOLVED by the DeKalb County Board that the DeKalb County Convention and Visitor's Bureau is selected as DeKalb County's Agency of Record for Tourism Promotions for the Illinois Office of Tourism for the 2020 Fiscal Year (January 1, 2020 to December 31, 2020).

PASSED THIS 19TH DAY OF FEBRUARY 2020 IN SYCAMORE,
ILLINOIS.

ATTEST:

SIGNED:

Douglas J. Johnson
DeKalb County Clerk

Mark Pietrowski, Jr.
DeKalb County Board Chairman



2020 Census Talking Points

What is the 2020 Census and when can I begin filling out my Census questionnaire?

- The Decennial Census happens every 10 years.
- You can fill out your Census starting in early March, online (video and printed guides available in 59 languages, as well as ASL and Braille), over the phone (in 13 languages), or by mail
- The Census questionnaire will be printed in English and Spanish; it will be 9 questions.
- You are counted where you are (or will be) on April 1, 2020 – Census Day
- Filling out the Census is so quick and simple that you can complete it while waiting for the bus, or parked in line at the drive through.

How is Census information used?

- Decennial Census data is used to determine how to apportion \$675B of federal funding for 55 state and county vital programs, like Medicaid, Foster Care, Pell Grants, SNAP, Highway and Construction Funding, Section 8, Free and Reduce Lunch/Breakfast Programs, and many more.
- Census data is also used to determine the number of seats each state has in the U.S. House of Representatives and political representation at all levels of government.

Is the information I provide safe?

- The information you provide to the Census is confidential. Titles 13 and 44 prevent your information from being revealed in a way that is identifiable to you, or for any form of enforcement (including immigration enforcement, law enforcement, landlords, and benefit eligibility).

If everyone in my community is not counted, what is the potential impact?

- Every county in Illinois stands to lose approximately \$1,535 per person, per year (\$15,535 over 10 years) for every person who does not participate in the 2020 Census (GWU 2017)
- The Census Bureau uses information from the Decennial Census to redraw the boundaries of congressional and state legislative districts and reapportions congressional representatives. Due to population loss in Illinois, we expect to lose one federal representative.
- If only 1% of the state's population is not accurately counted, we are at risk of losing a second representative seat, leaving Illinois with only 16 Federal Congressional Representatives.

CensusConnection



2020 Census RPC Complete Count Committee Grant Update

Issue 1

January 8, 2020



Ivy Hood -2020 Census
Grant Program Manager

Greetings!

Welcome to the first issue of *CensusConnection*, our newsletter created to keep our partners informed and up-to-date on all the great things going on in our community as we work toward ensuring a complete and accurate 2020 Census count.

About the Region 1 Planning Council (RPC)

As a regional planning commission, Region 1 Planning Council coordinates multi-jurisdictional and long-term projects and planning. In October 2019, the Illinois Department of Human Services (IDHS) named RPC as the Northern Region Intermediary for the Illinois Census Office's 2020 Census Grant Program. As a result, the Council received **\$920,000** in funding to reinvest in Northern Illinois to encourage a complete and accurate 2020 Census count. RPC accepted applications and **12** sub grants were awarded to assist in reaching historically undercounted populations located throughout a five-county area including: Winnebago, Boone, Ogle, Stephenson, and DeKalb counties.

RPC Awards 12 Sub-Recipient Grants

In late October 2019, the following cities, counties, and organizations received grant dollars to conduct targeted hard-to-count outreach in the Northern Region:

- Blackhawk Hills Regional Council
- City of Belvidere
- City of DeKalb
- City of Freeport
- City of Oregon
- City of Rochelle
- City of Rockford
- DeKalb County
- Greater Freeport Partnership
- Northern Illinois University
- Winnebago County
- Winnebago County Health Department

The grant period concludes on June 30, 2020 and RPC is currently working closely with our grant partners on implementing their marketing and outreach plan efforts as outlined in their grant applications.

Why is a Complete Count Important?

Money and Representation!

The US census is used to determine how billions of dollars in federal funding are allocated to support local programs and services. The census results are also used to determine seats/maps for elections.

Each person *NOT* counted represents a potential loss of **\$1,535** per year for a total of **\$15,350** in federal funding over ten years. **\$635 billion** in federal funds come to our communities based on Census for schools, roads, and many programs.

RPC Updates: October – December 2019

Since announcing the 12 Grant Sub-Recipients (SR) in late October, we have hit the ground running!

Below are some highlights:

- Formed Regional Complete Count Committee
- Applied for and received \$920,000 grant
- Announced 12 Sub-Recipient Grant Awardees
- Developed Northern Region budget
- Hired 2020 Census Grant program manager and staff
- Collected programmatic and financial reports from SRs for submission to state for grant-dollar reimbursement by January 15
- Met with SRs to review and begin implementing marketing and outreach plans outlined in grant

Census Q & A: Top 5 Questions

1. When can I start filling out the census?

On March 12, instructions will be mailed from the US Census Bureau on how to complete the census – 3 ways provided: phone, online, or by mail

2. How many questions are on the survey? **9**

3. Will the 2020 Census include a question about citizenship? *No*

4. Is the data I submit confidential?

Yes. Census data is protected by Federal law. Responses cannot be shared with immigration, law enforcement or other government agencies

5. Census Day is April 1 – what does that mean?

April 1 is the date households should consider when responding to the Census questionnaire regarding where they live.

Did You Know?

Upcoming Events

US Census Bureau Hiring Event

January 6, 2020 and January 14, 2020 ; 8am – 5pm

Job opportunities at US Census Bureau; \$21.50/hour; flexible hours

Workforce Connection | 303 N. Main St., Rockford | Questions? 1-855-JOB-2020

Census 2020 Surveying Timeline

Date	What
February 2020	Group quarters advance count
March 2020	Census postcards are sent to all housing units
March 12 – 20, 2020	Mailing 1: Letter with info to take survey online (the majority of people will get this) or Letter + Paper Survey (20–25% of people based on demographic characteristics and Internet connectivity of a geographic area will receive this)
March 16 – 24, 2020	Mailing 2: Reminder letter to all housing units
March 26 – April 3, 2020	Mailing 3: Postcard to non-respondents
April 2020	Mailing 4: Letter + questionnaire to non-respondents Mailing 5: Not too late postcard to non-respondents
March – August 2020	Conduct self-response
April 1, 2020	Census Day! Where you are living on this day?
May - July 2020	Conduct non-response follow-up: Census enumerators visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door
June 30, 2020	IDHS Grant End Date
July - August 2020	Conduct Enumerations
December 31, 2020	The Census director delivers apportionment counts to the president
March 2021	Publish Prototype P.L. 94-171 Data and Geographic Products
April 2021	The Census Bureau completes delivery of redistricting counts to the states

County	2010 Census Population	2010 Census Participation Rate	Hard to Count %	Potential Persons Not Counted in 2010	Potential Funding Loss Per Year Since 2010* (\$1,535 per capita TGWU Brief #1)	Over the Decade*
Boone	54,165	83%	17%	9,208	\$14,134,357	\$141,343,568
DeKalb	105,160	77%	23%	24,187	\$37,126,738	\$371,267,380
Ogle	53,497	84%	16%	8,560	\$13,138,863	\$131,388,632
Stephenson	47,711	83%	17%	8,111	\$12,450,185	\$124,501,855
Winnebago	295,266	80%	20%	59,053	\$90,646,662	\$906,466,620
Average	--	81%	19%	--	--	--
Total	555,799	--	--	109,118	\$167,496,805	\$1,674,968,054

*Values are potential and probable based on comparisons to state population and federal funding. There is not a straight linear relationship between state population count and federal funds flow. The per capita figure allows cross-state comparisons of fiscal reliance on census-guided programs. It does not indicate an exact amount by which federal funding would increase for additional persons counted. For detailed information on how much an undercount could cost a state, see [these reports](#) from George Washington University Institute of Public Policy.

For more information on how you can get involved in ensuring a complete and accurate count in your community contact:

Ivy Hood, 2020 Census Program Manager

Phone: 815.319.4195 or

Email: ihood@r1planning.org

