

**3<sup>rd</sup> Quarter Tourism Report  
February 6, 2018 Council Meeting**

- **Effingham Visitor Center Tracking:**
  - We had over 275 visitors in the Visitor Center in the 3<sup>rd</sup> Quarter (November - January)
  
- **Advertising:**
  - We focus our ads on our niche markets:
    - Sports
    - Tour Groups
    - Meetings
    - Consumer/Leisure
  
  - Some of the ads we've signed contracts for in the 3<sup>rd</sup> Quarter include:
    - Guest Quest
    - Olympics coverage with Comcast (Champaign/Springfield area)
    - Sports Events Magazine
    - Progress Report
    - Group Tour Media
    - USA Today: Go Escape
    - Groups Today
    - AAA Living
    - SCOUT
  
  - Ran a Holiday campaign in movie theaters with our Effingham Commercial, including:
    - Mattoon
    - Savoy
    - Marion
    - Mt. Vernon
  
- **Tourism Advisory Board:**
  - 3<sup>rd</sup> Quarter Fiscal Year 2018
    - November - January
      - 5<sup>th</sup> Annual Effingham-Teutopolis Holiday Basketball Tournament
      - Given out \$14,500 of our \$25,000 budget so far

Effingham Girls Summer SIBC Shootout	Crossroads Classic Volleyball Tournament
Funfest for Air-Cooled VW	Ham City Jam 2017
J&J Ventures– Pool & Dart PRP Finale Tournament	Central Illinois Lure Meet
Hobnob Harvest Market	Effingham Jam
Hobnob Holiday Market	Heart of the Hops
Corvette Funfest	Grapevine Bluegrass Festival
St. Anthony Boys Thanksgiving Tournament	Effingham-Teutopolis Holiday Basketball Tournament

- **Events:**
  - Hometown Christmas
    - Downtown Business Group sponsored this annual event.
    - The event was well attended with several family-friendly activities.
    - Our office took souvenir photos.
    - Community Christmas Tree Lighting with the Mayor.
  
  - Wonderland in Lights
    - Another successful year at the Wonderland in Lights
    - 2017 Statistics:
      - Donations: \$17,106.21
      - Cars: 7,654

- Continued success with the addition of two new displays in the downtown area.
- Holiday Lights & Festive Sights:
  - Over 20 nominations for the 4 categories.
  - Over 1,000 people voting for their favorite homes/business.
  - The Orchard Inn won the business category and matched their winnings for a total \$500 going to local charity: Harmony Playground.
- **Projects:**
  - Made in Effingham
    - Currently working on this project: feature products and/or artisans made in Effingham on social media and our website.
  - Seasonal Publication
    - Delivered our new “Entertainment in Effingham” publication in December.
      - Features entertainment in Effingham, including special events, festivals, and more. We deliver them to over 30 businesses around Effingham, including hotels, attractions, library, etc. for residents and visitors to pick up.
  - Effingham: Wedding Destination
    - Working with a group of Effingham venues to set up an Effingham Bridal Association/board to promote Effingham as a wedding destination.
- **Conference:**
  - American Bus Association Marketplace in January:
    - One-on-one appointments with group tour leaders: telling them about Effingham.
      - We made some great contacts, leads for future visits to Effingham, plus networking and educational opportunities.
- **Special Events:**
  - Special Event that occurred in the 3<sup>rd</sup> Quarter *\*(Events held on City property):*
    - Hometown Christmas
- **Meetings**
  - Planning of the EffingHAM JAM begun.
  - Planning of the Effingham Artisan Fair begun.