

**4<sup>th</sup> Quarter Tourism Report  
May 1, 2018 Council Meeting**

- **Effingham Visitor Center Tracking:**
  - We had over 300 visitors in the Visitor Center in the 4<sup>th</sup> Quarter (February - April)
  
- **Advertising:**
  - We focus our ads on our niche markets:
    - Sports
    - Tour Groups
    - Meetings
    - Consumer/Leisure
  
  - Scheduled a summer campaign in movie theaters with our Effingham Commercial, including:
    - Mattoon
    - Marion
    - Savoy
    - Mt. Vernon
  
  - Scheduled a festival/summer campaign with our Effingham commercial for Directv, Dish & Comcast, including digital play.
  
- **Tourism Advisory Board:**
  - 4<sup>th</sup> Quarter Fiscal Year 2018
    - February - April
      - *Moccasin Creek Festival*
      - *Veteran's Festival 2018*
      - *Lake Sara Big Bass Battle*
      - *ACBL Regional Bridge Tournament*
      - *Midland Institute 4<sup>th</sup> Annual National Conference, CEONext National Trade Show & Alumni Summit*
      - *Effingham Jam*
      - *Funfest for Air-Cooled VW*
      - *Framily Fest*
      - Gave out 24 grants: \$22,750 of \$25,000 total for 2018 fiscal year

Effingham Girls Summer SIBC Shootout	Effingham Teutopolis Holiday Basketball Tournament
Funfest for Air-Cooled VW 2017	Moccasin Creek Festival
J&J Ventures– Pool & Dart PRP Finale Tournament	Veteran's Festival
Hobnob Harvest Market	Lake Sara Big Bass Battle
Hobnob Holiday Market	ACBL Regional Bridge Tournament
Corvette Funfest	Midland Institute National Conference, Trade Show & Alumni Summit
St. Anthony Boys Thanksgiving Tournament	Effingham Jam 2018
Crossroads Classic Volleyball Tournament	Funfest for Air-Cooled VWs 2018
Hobnob Spring Market	Framily Fest
Ham City Jam	Central Illinois Lure Meet
Central Illinois Lure Meet	Heart of the Hops
Effingham Jam 2017	Grapevine Bluegrass Festival

- **Events:**
  - Easter Eggstravaganza
    - Took Easter Bunny photos in conjunction with Premier Broadcasting's event at the Keller Convention Center.

- **Projects:**
  - Made in Effingham
    - Launched in March on social media and the website.
      - Tytia Habing Photography
      - Firefly Grill
    - Great feedback from our makers and the community. Plenty of social media engagement.
  - Sculpture on the Avenues
    - Sculptures are out and Culture Guides are in house. Available at Visitor Center, City Hall and the Effingham Public Library.
    - Officially kicks off during the Effingham Artisan Fair, including the unveiling of the 20<sup>th</sup> Anniversary piece on May 4<sup>th</sup>
    - “Circle of Life” indoor exhibition at the Library through the month of May to celebrate 20 years of sculptures.
  - 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.
      - Currently working on the website – should be ready to launch in October.
  - Hospitality Training
    - Working with the Chamber of Commerce on this project
    - Train hotel employees on general customer service/hospitality, in addition to information on Effingham
  - National Travel & Tourism: Family Vacation Then & Now Photo Contest
    - Theme of NTTW is “Then & Now” so we’re encouraging people to post their “Then & Now” vacation photos on Facebook for a chance to win prizes.
    - We’ll be promoting NTTW May 7 – 12<sup>th</sup> with plenty of activity.
- **Conferences:**
  - Illinois Governor’s Conference on Travel & Tourism
    - 2 days of travel & tourism educational sessions in Chicago.
  - Connect
    - One-on-one appointments with meeting planners in Chicago.
      - Made some great contacts and leads for future conferences in the area.
  - Illinois Sports Tourism Workshop
    - Educational session for Sports Illinois
      - Networking with other Sports Illinois members
  - NASC
    - One-on-one appointments with sports rights holders in Minneapolis
      - Made some great contacts and leads for future sporting events.
      - Participated in Sports Illinois P2P with sports rights holders.
- **Special Events:**
  - No special events occurred within City limits in the 4<sup>th</sup> quarter.
- **Meetings**
  - Planning of the EffingHAM JAM.
  - Planning of the Effingham Artisan Fair (this weekend).