

**1st Quarter Tourism Report
August 7, 2018 Council Meeting**

- **Effingham Visitor Center Tracking:**
 - We had over 650 visitors in the Visitor Center in the 1st Quarter

- **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 1st Quarter include:
 - Group Tour Media
 - Sports Destination Magazine
 - Travel Illinois Magazine
 - Illinois State Sports Planning Guide
 - ABA Motorcoach Marketer
 - A Day Away
 - Sports Events Magazine
 - Premier Travel Media
 - St. Louis Sports Dispatch
 - AAA Living
 - Continuing our Festival campaign:
 - Featuring a general Effingham commercial but will spotlight festivals throughout the summer on television and digital
 - Highlighted the following events so far:
 - Artisan Fair
 - Moccasin Creek Festival
 - HAM JAM
 - Heart of the Hops

- **Tourism Advisory Board:**
 - 1st Quarter Fiscal Year 2019
 - May – July
 - Given out \$12,000 of our \$30,000 budget so far:

Spartan Obstacle Tour 2018	Millroad Threshermans 37 th Annual Show
Summer Sundown Music Festival	Crossroads Classic Volleyball Tournament
Central Illinois Lure Meet	Hobnob Harvest Market
Ham City Jam SLS 2018	Corvette Funfest

- **Events:**
 - Effingham Artisan Fair: May 4 - 5 in downtown Effingham
 - Effingham Tourism helps to sponsor this event
 - Tourism Office puts on the Friday night “Arts & Hearts” event in conjunction with the Artisan Fair which includes:
 - Not-for-profit booths, food vendors, CSS Art Auction, live music, dance performances, wine & beer tent and artist soft opening
 - Saturday: Artisans, live music, wine & beer tent, food vendors & Kids Korner
 - Celebrated the 20th Anniversary of the Sculpture on the Avenues program
 - 20th Anniversary piece dedication with artist Thomas Horn, Former Mayor Bob Utz and Mayor Jeff Bloemker.
 - National Travel & Tourism Week: May 6 – 12th - Promotions to celebrate the week
 - Featured “Then & Now” Vacation Photo Contest:
 - Ask people to send us their “then & now” vacation photos for a chance to win a prize. Decent participation with our followers.

- Featured Effingham “Then & Now” photos on social media all week, including photos of Courthouse, downtown Effingham, Visitor Center, Keller Drive, etc.:
 - We also ran a promotion at the Visitor Center to get people into the doors including giving away souvenirs and a chance to win a gift card to Great Wolf Lodge.
 - Over 50 people came in that week to register to win.
 - This is a wonderful week to highlight the importance of travel & tourism in Effingham. It was also a great way to highlight how much Effingham has changed over the years.
 - VW Funfest: June 2-4
 - Tourism Department had a tent at the MAM campus all weekend long.
 - We gave away souvenirs, information, maps, etc.
 - Took free souvenir photos for the VW enthusiasts
 - Effingham Jam: July 27 - 28 in downtown Effingham
 - On the planning committee & worked the event on Friday.
 - Great turnout with 35 KCBS teams for professional event.
 - Friday event had great community turnout with 8 Hometown Throwdown teams.
 - No issues for the City.
- **Projects:**
 - Wedding Destination Website & Association
 - Working on our new wedding destination website to market Effingham as a wedding destination spot.
 - Looking at launching by October.
 - Continuing to work with venues in Effingham to establish the wedding association.
 - Made in Effingham: highlights one of our local makers each month -- an individual or a business that helps shape Effingham with its unique craft.
 - Featured 3 new Effingham Makers:
 - Firefly Grill
 - Tuscan Hills Winery
 - Effing Brew Company
- **Meetings:**
 - ICCVB: Spring Meeting in Springfield
 - Educational & networking meeting with the Illinois Council of Convention & Visitor Bureaus
 - Sports Huddle in Rockford, IL
 - Networking and one-on-one appointments with sports rights holder
- **Special Events:**
 - Special Events in the 1st Quarter:

<ul style="list-style-type: none"> ▪ Effingham Artisan Fair ▪ Effingham Cruise Night ▪ Pigs Out with the Scouts ▪ Summer Food Fest ▪ Tractor Trends ▪ Shamrock Race to the Cross ▪ Effingham Fireworks 	<ul style="list-style-type: none"> ▪ Middle of America Craft Brew Fest ▪ Hit the Pavement 4 PAWS ▪ Mayoral Milking Contest ▪ Family 5K & Wellness Expo for Meals on Wheels ▪ Effingham Jam
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