

**2<sup>nd</sup> Quarter Tourism Report  
November 6, 2018 Council Meeting**

- **Effingham Visitor Center Tracking:**
  - We had over 550 visitors in the Visitor Center in the 2<sup>nd</sup> Quarter (Aug – Oct)
  
- **Advertising:**
  - We focus our ads on our 4 niche markets:
    - Sports
    - Tour Groups
    - Meetings
    - Consumer/Leisure
  
  - Continued our Festival campaign:
    - Featuring a general Effingham commercial but will spotlight festivals throughout the summer on television and digital.
  
- **Tourism Advisory Board:**
  - 2<sup>nd</sup> Quarter Fiscal Year 2018
    - August – October
      - *No new applications approved.*
      - Given out \$12,000 of our \$30,000 budget so far

Effingham Girls Summer SIBC Shootout	Crossroads Classic Volleyball Tournament
Illinois Old Time Fiddlers Association State Contest	Ham City Jam 2017
J&J Ventures– Pool & Dart PRP Finale Tournament	Central Illinois Lure Meet
Hobnob Harvest Market	Millroad Thresherman’s Annual Show
Spartan Obstacle Tour	Summer Sundown Music Festival
Corvette Funfest	

- **Events (Tourism Office participated in August - October):**
  - Millroad Thresherman
    - Booth at the event over the weekend to welcome over 3,000 people to the area.
  
  - Corvette Welcomefest Downtown Party
    - Sponsored a downtown party for the 25<sup>th</sup> Anniversary of Corvette Funfest on September 20<sup>th</sup>
      - Corvette parade, live music, food and artisans in downtown Effingham.
  
  - Corvette Funfest:
    - Tourism Booth at MAM all weekend welcoming thousands of people to Effingham. We offered souvenirs, free photos and information.
  
  - Old Settlers Reunion
    - Booth in downtown Effingham offering free photos during the event.
  
  - Downtown Sculpture Walk
    - Partnered with the Effingham Public Library to offer free sculpture walks in downtown Effingham

- **Projects:**
  - Wedding Destination Website & Association
    - Working on our new wedding destination website to market Effingham as a wedding destination spot.
      - Hoping to launch website by January.
    - Continuing to work with venues in Effingham to establish the wedding association.
      - Attended the Austin Mansion Bridal Show in October to talk with vendors.
  - 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:
      - Alwerdt's Garden & Sculpture Park
      - Emma Lagerhausen's Pottery
      - John Boos & Co.
        - Highlight these makers on our website along with social media. Each "makers" also does a "social media takeover" on our Instagram account during their month.
- **Conferences:**
  - TEAMS Conference & Expo in Louisville, KY
    - Individual appointments with sports rights holders.
      - Working to bring more sports events to Effingham.
- **Special Events:**
  - Special Event that occurred in the 2<sup>nd</sup> Quarter (*Events held on City property*):
 

<ul style="list-style-type: none"> <li>▪ Bulldog Challenge</li> <li>▪ EHS Homecoming Parade</li> <li>▪ Effingham Jam</li> <li>▪ Effingham Cruise Night</li> <li>▪ Old Settlers Reunion</li> <li>▪ Corvette Welcomefest</li> <li>▪ Downtown Party</li> <li>▪ Relay Turns Pink</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chili Fest</li> <li>▪ Oktoberfest</li> <li>▪ Super Hero Race</li> <li>▪ Heart of the Hops</li> <li>▪ Howl-O-Ween Pet Parade</li> <li>▪ Halloween Parade</li> </ul>
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