

# ICCVB Legislative Agenda 2023



## 1. Advocate for a FY24 budget that supports tourism - for every dollar spent on tourism promotion, there is an \$11 return on investment

- A. Advocate for funding for Certified Convention and Visitor Bureaus at a minimum threshold of FY22 level for FY24, via the Local Tourism Convention Bureau Fund
- B. Oppose the weakening of tourism dollars, such as reducing the amount of hotel tax collected by a municipality that must be used on tourism promotion

## 2. Advocate for additional resources for tourism to further support recovery, such as supporting

- A. Additional investment in the Tourism Attractions & Festivals Grant Program
- B. Event development, including securing large-scale events and future global scale events. Examples include Route 66 Centennial, FIFA World Cup, IPW International Travel Conference, PGA's President's Cup
- C. Industry partners, such as Illinois Hotel and Lodging Association initiative to streamline taxation of short term rentals and online booking for hotels

## 3. Expand Tourism Improvement Districts (TID)

- A. Strengthen TID legislation to provide a broader scope of funding options for rural communities, of which may not have high hotel supply
- B. The creation of TIDs in Illinois is a key component to a state-wide strategy to increase revenue and travel on the regional level

## About ICCVB

- The Illinois Council of Convention & Visitor Bureaus (ICCVB) represents destination marketing organizations throughout the entire state. ICCVB is composed of hundreds of industry professionals which are driving positive results for Illinois' visitor economy.
- ICCVB works to market, promote and develop our communities and regions as destinations for visitors and investment.
- ICCVB works closely with the Illinois Office of Tourism (IOT) to create jobs and generate tax revenue to build the economy, which resulted in over 97.1 million visitors in 2021 generating \$5 billion in state and local tax revenues.
- ICCVB does so much more than encourage people to vacation in Illinois:
  - » Focus on trade shows & sales calls with planners & event organizers to bring meetings, conferences, sport tournaments, special events, group tours, & leisure travel to/around Illinois.
  - » Focus on visitor guides, websites, social media, blogs, advertising, public relations, earned media and site visits to promote local food & beverage, lodging, arts and culture, sport and event venues, and attractions -- all aspects of the hospitality industry.
  - » Focus on destination development projects to enhance our destinations like sport complexes, air service development, scenic trails and natural resources, or new meeting facilities.