

County Board  
January 27, 2011

Documents Distributed at the Meeting

1. Resolutions for Budget Amendments & Transfers Steve Beckett, & Agenda Items XI.B.3 & Consent Agenda Items B.1-3  
Pages 1-4
2. List of Purchases Not Following Purchasing Policy Negotiation of Agenda Item XI.B.1  
Pages 5-8
3. Report on License Renewal under ELUC  
Agenda Item XI.A.1  
Page 9
4. Champaign County Convention & Visitors Bureau Presentation Packet  
Agenda Item XI.C.2 on Addendum  
Pages 10-13

**RESOLUTION NO. 7630**

**BUDGET AMENDMENT**

**January 2011**

**FY 2011**

WHEREAS, The Committee of the Whole has approved the following amendment to the FY2011 budget;

NOW, THEREFORE, BE IT RESOLVED That the Champaign County Board approves the following amendment to the FY2011 budget; and

BE IT FURTHER RESOLVED That the County Auditor be authorized and is hereby requested to make the following amendment to the FY2011 budget.

Budget Amendment #11-00013

Fund 080 General Corporate  
Dept. 077 Zoning & Enforcement

ACCOUNT DESCRIPTION

AMOUNT

Increased Appropriations:  
533.07 Professional Services

\$8,045

Total

\$8,045

Increased Revenue:

332.21 DOE-Energy Efficiency & Conservation Grant-ARRA

\$8,325

Total

\$8,325

REASON: In consideration of a grant for a building code feasibility study received through the Regional Planning Commission from the U.S. Department of Energy.

PRESENTED, ADOPTED, APPROVED, AND RECORDED this 27<sup>th</sup> day of January A.D. 2011.

\_\_\_\_\_  
C. Pius Weibel, Chair  
Champaign County Board

ATTEST:

\_\_\_\_\_  
Gordy Hulten, County Clerk  
and ex-officio Clerk of the  
Champaign County Board

RESOLUTION NO. 7634

BUDGET AMENDMENT

January 2011

FY 2011

WHEREAS, The Committee of the Whole has approved the following amendment to the FY2011 budget;

NOW, THEREFORE, BE IT RESOLVED That the Champaign County Board approves the following amendment to the FY2011 budget; and

BE IT FURTHER RESOLVED That the County Auditor be authorized and is hereby requested to make the following amendment to the FY2011 budget.

Budget Amendment #11-00009

Fund 080 General Corporate  
Dept. 042 Coroner

ACCOUNT DESCRIPTION

AMOUNT

Increased Appropriations:

534.63 Indigent Burial

\$302

Total

\$302

Increased Revenue:

341.10 Court Fees and Charges

\$302

Total

\$302

REASON: Reimbursed monies by family for indigent cremation.

PRESENTED, ADOPTED, APPROVED, AND RECORDED this 27<sup>th</sup> day of January A.D. 2011.

\_\_\_\_\_  
C. Pius Weibel, Chair  
Champaign County Board

ATTEST:

\_\_\_\_\_  
Gordy Hulten, County Clerk  
and ex-officio Clerk of the  
Champaign County Board

RESOLUTION NO. 7635

BUDGET AMENDMENT

January 2011

FY 2011

WHEREAS, The Committee of the Whole has approved the following amendment to the FY2011 budget;

NOW, THEREFORE, BE IT RESOLVED That the Champaign County Board approves the following amendment to the FY2011 budget; and

BE IT FURTHER RESOLVED That the County Auditor be authorized and is hereby requested to make the following amendment to the FY2011 budget.

Budget Amendment #11-00012

Fund 106 Public Safety Sales Tax Fund  
Dept. 230 Justice System Technology Project

ACCOUNT DESCRIPTION

AMOUNT

Increased Appropriations:

544.33 Furnishings, Office Equipment

\$127,500

Total

\$127,500

Increased Revenue:

371.13 From Court Automation Fund 613

\$127,500

Total

\$127,500

REASON: To pay for replacement of AS400 for New World and Jano System.

PRESENTED, ADOPTED, APPROVED, AND RECORDED this 27<sup>th</sup> day of January A.D. 2011.

\_\_\_\_\_  
C. Pius Weibel, Chair  
Champaign County Board

ATTEST:

\_\_\_\_\_  
Gordy Hulten, County Clerk  
and ex-officio Clerk of the  
Champaign County Board

RESOLUTION NO. 7636

TRANSFER OF FUNDS

January 2011

FY 2011

WHEREAS, The Committee of the Whole has approved the following transfers between accounts within the fund listed below; and

WHEREAS, Sufficient amounts have been appropriated to support such transfers;

NOW, THEREFORE, BE IT RESOLVED That the Champaign County Board approves the following transfers within the FY2011 budget; and

BE IT FURTHER RESOLVED That the County Auditor be authorized and is hereby requested to make the following transfers in the FY2011 budget.

Budget Transfer #11-00002

Fund 641 Access Initiative Grant  
Dept. 053 Mental Health Board

<u>TRANSFER TO</u> <u>ACCOUNT DESCRIPTION</u>	<u>AMOUNT</u>	<u>TRANSFER FROM</u> <u>ACCOUNT DESCRIPTION</u>
511.03 Regular Full-Time Employees	\$12,500	534.69 Parent Activities/Travel
511.03 Regular Full-Time Employees	\$17,361	533.95 Conferences & Training
513.01 Social Security-Employer	\$2,282	533.95 Conferences & Training
513.02 IMRF-Employer Cost	\$3,103	533.95 Conferences & Training
513.04 Workers' Compensation Insurance	<u>\$1,825</u>	533.95 Conferences & Training
Total	\$37,071	

REASON: To cover proposed budget changes necessary to cover federal grant requirements for Access Initiative Project.

PRESENTED, ADOPTED, APPROVED, AND RECORDED this 27<sup>th</sup> day of January A.D. 2011.

\_\_\_\_\_  
C. Pius Weibel, Chair  
Champaign County Board

ATTEST: \_\_\_\_\_  
Gordy Hulten, County Clerk  
and ex-officio Clerk of the  
Champaign County Board

## FOR COUNTY BOARD APPROVAL

1/27/10

## PURCHASES NOT FOLLOWING THE PURCHASING POLICY, AND EMERGENCY PURCHASES

DEPARTMENT	APPROPRIATION #	VR#/PO#	VR/PO DATE	DESCRIPTION	VENDOR	AMOUNT
<b>NO PURCHASE ORDER ISSUED</b>						
Public Safety Tax Fund	106-230-544.33	VR#106-009	01/24/11	Computer upgrade	Levi, Ray & Shoup	\$ 139,703.07
Public Safety Tax Fund	106-230-533.42	VR#106-009	01/24/11	Computer maintenance	Levi, Ray & Shoup	\$ 44,932.55
<b>FY2010 OVERDRAWN LINES AT END OF YEAR</b>						
IMRF	088-044-513.02	VR#088-89	12/27/10	Dec FY10 NH employer IMRF	CCT-IMRF advance wire	\$ 2,772.89
IMRF	088-073-513.02	VR#088-89	12/27/10	Dec FY10 employer IMRF	CCT-IMRF advance wire	\$ 19,612.86
IMRF	088-073-513.03	VR#088-89	12/27/10	Dec FY10 SLEP employer IMRF	CCT-IMRF advance wire	\$ 16,347.58
<b>CREDIT CARD BILL PAID WITHOUT RECEIPTS</b>						
** Sheriff	080-040-533.95	VR#040-021	12/29/10	American flight change 12/3	Visa Cardmember Service	\$ 348.00
** Sheriff	080-040-522.07	VR#040-021	12/29/10	Canon USA purchase 11/18	Visa Cardmember Service	\$ 186.14
** Sheriff	080-040-522.90	VR#040-021	12/29/10	Brownell's purchase 11/24	Visa Cardmember Service	\$ 271.53
<b>FY2010 EXPENDITURES PAID IN FY2011</b>						
** RPC	075-733-533.07	VR#029-184	12/29/10	Payment to move/setup desks	Stocks	\$ 220.00
** RPC	075*828*533.var	VR#029-192	12/29/10	Nov phone & internet service	AT&T	\$ 34.97
** RPC	075-var-533.33	VR#029-193	12/29/10	Nov phone service	SPOC LLC	\$ 573.07
** RPC	075-var-533.87	VR#029-194	12/29/10	Jul-Nov indirect charges	CCT-GIS Fund 850	\$ 3,827.64
** RPC	075-862-various	VR#029-197	12/30/10	Nov weatherization work	Mobile Home Stuff Store	\$ 4,949.49
** RPC	075-862-534-var	VR#029-200	12/30/10	Nov weatherization work	E's Construction	\$ 2,299.50
** RPC	075-various	VR#029-210	01/03/11	Nov credit card purchases	Visa Cardmember Services	\$ 1,216.50
** RPC	075-710-534.31	VR#029-217	01/04/11	Nov client utility payments	Ameren IP-Hardship Pmt	\$ 10,800.00
** RPC	075-733-533.var	VR#029-221	01/05/11	Jul-Nov maintenance & rental	Pitney Bowes	\$ 512.45
** RPC	075-var-533.33	VR#029-228	01/05/11	Nov phone calls	Verizon Wireless	\$ 1.11
** RPC	075-var-533.33	VR#029-230	01/05/11	Nov phone calls	Verizon Wireless	\$ 30.10
** RPC	075-862-various	VR#029-242	01/06/11	Nov weatherization work	Bernardi Construction	\$ 2,293.15
** RPC	075-862-various	VR#029-245	01/06/11	Nov weatherization work	E's Construction	\$ 2,536.75
** GIS	850-623-533.33	VR#850-006	12/29/10	Nov phone service	SPOC LLC	\$ 50.78
** GIS	850-623-533.87	VR#850-009	01/04/11	Nov indirect charges	CCT-RPC	\$ 7,501.14
** Highway	083-060-533.06	VR#083-033	01/05/11	Drug test 10/28	Carle Physician Group	\$ 35.70
** Highway	083-060-533.31	VR#083-034	01/05/11	November electric service	Eastern Illini Electric	\$ 10.16
** Highway	083-060-533.31	VR#083-035	01/05/11	November electric service	Ameren Illinois	\$ 189.05

## FOR COUNTY BOARD APPROVAL

1/27/10

## PURCHASES NOT FOLLOWING THE PURCHASING POLICY, AND EMERGENCY PURCHASES

DEPARTMENT	APPROPRIATION #	VR#/PO#	VR/PO DATE	DESCRIPTION	VENDOR	AMOUNT
** Highway	083-060-533.31	VR#083-036	01/05/11	November electric service	Integrays Energy Services	\$ 1,738.53
** Highway	083-060-533.32	VR#083-037	01/05/11	November water service	IL American Water	\$ 79.82
** County Bridge	084-060-533.04	VR#084-002	01/05/11	November engineering fees	Cummin Engineering Corp	\$ 4,870.85
** County Bridge	084-060-533.04	VR#084-003	01/05/11	November engineering fees	Sodemann & Associates	\$ 53.14
** County Motor Fuel Tax	085-060-various	VR#085-008	01/05/11	Curtis Road 11/28/09-11/08/10	City of Champaign	\$ 877,701.19
** County Motor Fuel Tax	085-060-544.11	VR#085-009	01/05/11	Monticello Road 11/30	Open Road Paving	\$ 5,246.38
** County Motor Fuel Tax	085-060-533.04	VR#085-010	01/06/11	St Mary's Road engineering Nov	Sodemann & Associates	\$ 2,440.29
** Public Properties	080-071-533.31	VR#071-099	01/05/11	November electric service	Integrays Energy Service	\$ 7,698.84
** Recorder Automation	614-023-533.29	VR#614-008	01/04/11	Nov tapestry computer services	Fidlar Technologies	\$ 2,507.09
** Circuit Court	080-031-533.07	VR#031-034	01/06/11	Interpreter fee 10/27-11/29	David Lin	\$ 180.00
** Circuit Court	080-031-533.03	VR#031-037	01/06/11	Attorney fee 1/5/10-11/30/10	Larry Silkwood	\$ 2,853.23
** Sheriff	080-040-522.var	VR#040-021	12/29/10	November purchases	Visa Cardmember Service	\$ 1,298.13
** State's Attorney	080-041-533.12	VR#041-037	12/30/10	November mileage	Andrea Bergstrom	\$ 26.05
** State's Attorney	080-041-533.12	VR#041-038	12/30/10	November mileage	Scott Larson	\$ 72.15
** EMA	080-043-533.33	VR#043-010	01/03/11	November phone calls	Verizon Wireless	\$ 4.69
** EMA	080-043-533.33	VR#043-011	01/03/11	November phone calls	Verizon Wireless	\$ 4.13
** JDC	080-051-522.15	VR#051-015	12/29/10	November gas purchases	Exxon Mobil Fleet	\$ 89.05
** Court Services	080-052-522.15	VR#052-006	12/29/10	November gas purchases	Exxon Mobil Fleet	\$ 151.79
** Nursing Home	081-450-522.var	VR#044-046	12/27/10	November purchases	Waugh Foods	\$ 12,615.96
** Nursing Home	081-430-534.65	VR#044-050	12/30/10	November contract nursing	Amerisource Funding	\$ 5,785.08
** Nursing Home	081-430-534.83	VR#044-054	12/30/10	Medical service 8/19	Christie Clinic	\$ 28.79
** Nursing Home	081-various	VR#044-058	12/30/10	Supplies & equip maint Nov	Direct Supply Equipment	\$ 1,375.13
** Nursing Home	081-430-522.93	VR#044-059	12/30/10	Medical supplies Oct-Nov	Direct Supply Equipment	\$ 3,636.96
** Nursing Home	081-430 various	VR#044-069	12/30/10	Wound vac suppl & rental	KCI, USA	\$ 3,002.78
** Nursing Home	081-425-522.22	VR#044-071	12/30/10	Maintenance supplies Oct-Nov	Lawson Products	\$ 352.30
** Nursing Home	081-430-534.65	VR#044-075	12/30/10	Contract nursing 11/15	Medical Staffing Network	\$ 5,655.10
** Nursing Home	081-410-522.93	VR#044-078	12/30/10	Office supplies 11/19	Office Depot	\$ 191.41
** Nursing Home	081-410-533.03	VR#044-079	12/30/10	Legal services 11/30	Polsinelli Shughart PC	\$ 4,600.13
** Nursing Home	081-410-522.93	VR#044-080	12/30/10	Cartridges 11/18	Rogards	\$ 247.84
** Nursing Home	081-410-533.01	VR#044-083	12/30/16	2010 Auditor billing	CCT-Gen Corp Fund 080	\$ 32,288.46
** Nursing Home	081-410-various	VR#044-086	01/05/11	Contract nursing & F/C Oct	Alpha-Care Health Prof	\$ 29,912.26
** Nursing Home	081-430-533.22	VR#044-087	01/05/11	Medical lab service 10/05	Alverno Clinical Labs	\$ 16.10
** Nursing Home	081-410-513.21	VR#044-088	01/05/11	Employee physicals 10/7	Carle Foundation Hospital	\$ 1,400.00
** Nursing Home	081-430-534.65	VR#044-089	01/05/11	Contract nursing 10/7	Fidelity on Call	\$ 2,105.67
** Nursing Home	081-430-522.var	VR#044-090	01/05/11	Drugs, briefs, & med suppl 10/7	McKesson Medical-Surgical	\$ 3,890.21
** Nursing Home	081-410-522.93	VR#044-091	01/05/11	Stationary paper 10/4	Upclose Graphics	\$ 99.00
*1 Nursing Home	081-430-534.65	VR#044-092	01/05/11	Contract nursing 10/14	Alpha-Care Health Prof	\$ 4,577.99
** Nursing Home	081-430-various	VR#044-093	01/05/11	Med suppl & equip rental 10/11	Carle Medical Supply	\$ 1,540.30

## FOR COUNTY BOARD APPROVAL

1/27/10

## PURCHASES NOT FOLLOWING THE PURCHASING POLICY, AND EMERGENCY PURCHASES

DEPARTMENT	APPROPRIATION #	VR#/PO#	VR/PO DATE	DESCRIPTION	VENDOR	AMOUNT
** Nursing Home	081-430-534.83	VR#044-097	01/05/11	Medical service 9/10	Carle Foundation Hospital	\$ 303.60
** Nursing Home	081-430-534.83	VR#044-098	01/05/11	Medical services Apr-Oct	Carle Physician Group	\$ 6,807.50
** Nursing Home	081-various	VR#044-102	01/05/11	Suppl & equip repair 11/22-24	Direct Supply Equipment	\$ 637.54
** Nursing Home	081-415-533.31	VR#044-109	01/05/11	November electric service	Integrays Energy Service	\$ 6,086.58
** Nursing Home	081-430-534.65	VR#044-113	01/05/11	Contract nursing 11/22	Medical Staffing Network	\$ 10,147.88
** Nursing Home	081-410-522.var	VR#044-116	01/05/11	Paper, toner, trays 11/23-24	Office Depot	\$ 461.33
** Nursing Home	081-430-534.83	VR#044-117	01/05/11	Medical service 8/05/09	Provena Covenant Med Ctr	\$ 12.12
** Nursing Home	081-425-533.40	VR#044-121	01/05/11	Van maintenance 11/23	United Access of Champaign	\$ 155.00
** Nursing Home	081-430-533.51	VR#044-134	01/07/11	Cylinder rental 10/15	Depke Welding Supplies	\$ 17.40
** Mental Health	090-053-533.92	VR#053-034	12/28/10	CY10 audit expense	Champaign-Urb Area Project	\$ 2,500.00
** Mental Health	090-053-various	VR#053-053	01/06/11	Computer & maintenance 11/30	BP Computer Services	\$ 2,487.50
** Access Initiative Grant	641-053-various	VR#641-012	01/06/11	Computer & labor 6/16-7/20	BP Computer Services	\$ 1,614.50
** Animal Control	091-047-533.42	VR#091-017	01/03/11	November radio maintenance	St of IL Communication	\$ 53.04
** Head Start	104-var-533.85	VR#104-078	12/15/10	November copier service	Xerox Corporation	\$ 230.65
** Head Start	104-var-533.85	VR#104-079	12/15/10	November copier service	Xerox Corporation	\$ 230.65
** Head Start	104-var-533.85	VR#104-080	12/15/10	November copier service	Xerox Corporation	\$ 230.65
** Head Start	104-835-533.85	VR#104-081	12/15/10	November copier service	Xerox Corporation	\$ 344.00
** Head Start	104-var-533.33	VR#104-132	01/04/11	November phone service	Verizon Wireless	\$ 16.59
** Head Start	104-var-533.33	VR#104-135	01/04/11	November phone calls	Qwest	\$ 1.20
** Head Start	104-835-533.33	VR#104-136	01/04/11	November phone calls	Qwest	\$ 1.20
** Head Start	104-var-533.33	VR#104-147	1/4/2011	November phone service	SPOC LLC	\$ 101.56
** Head Start	104-var-533.70	VR#104-148	01/04/11	November yellow page fee	Dex One	\$ 41.42
** Head Start	104-var-533.30	VR#104-149	01/04/11	Nov gas & electric service	Ameren Illinois	\$ 406.49
** Head Start	104-var-522.15	VR#104-157	01/06/11	November gas purchases	Exxon Mobil Fleet	\$ 1,688.31
** Head Start	104-var-533.33	VR#104-163	01/06/11	November phone service	Frontier	\$ 102.19
** Head Start	104-var-533.33	VR#104-170	01/06/11	August phone service	Qwest	\$ 5.50
** Head Start	104-var-533.33	VR#104-193	01/07/11	November water service	IL American Water	\$ 8.34
** Head Start	104-835-534.46	VR#104-236	01/11/11	Oct-Nov sanitary service	UC Sanitary District	\$ 241.15
** Admin Services	county billing	VR#016-013	12/22/10	November long distance	SPOC LLC	\$ 505.52
** Self-Funded Insurance	476-118-534.81	VR#118-007	12/28/10	Ambulance service 8/5	Arrow Medical Service	\$ 627.50
** Self-Funded Insurance	476-118-534.81	VR#118-009	01/05/11	Emergency room charge 8/5	Shemauger Emerg Physicia	\$ 769.00
** Health Insurance	075-732-513.06	VR#620-018	01/06/11	HRA expense for plan year 2010	CCT-Health Ins Fund	\$ 604.21

\*\*\*\*\*According to Illinois Attorney General and Champaign County State's Attorney,  
the Purchasing Policy does not apply to the office of elected officials.\*\*\*\*\*

\*\* Paid- For Information Only



FOR COUNTY BOARD APPROVAL

1/27/10

PURCHASES NOT FOLLOWING THE PURCHASING POLICY, AND EMERGENCY PURCHASES

DEPARTMENT	APPROPRIATION #	VR#/PO#	VR/PO DATE	DESCRIPTION	VENDOR	AMOUNT
** Nursing Home	081-410-533.07	VR#044-094	01/05/11	Satisfaction survey 10/15	Pinnacle Consulting	\$ 350.00
** Nursing Home	081-450-522.var	VR#044-095	01/05/11	Food & dietary suppl 10/12-15	Waugh Foods	\$ 8,614.03
** Nursing Home	081-430-534.65	VR#044-096	01/05/11	Contract nursing 11/26	Amerisource Funding Inc	\$ 2,010.92

***Environment & Land Use Committee***  
***REPORT TO CHAMPAIGN COUNTY BOARD***  
***January 27, 2011***

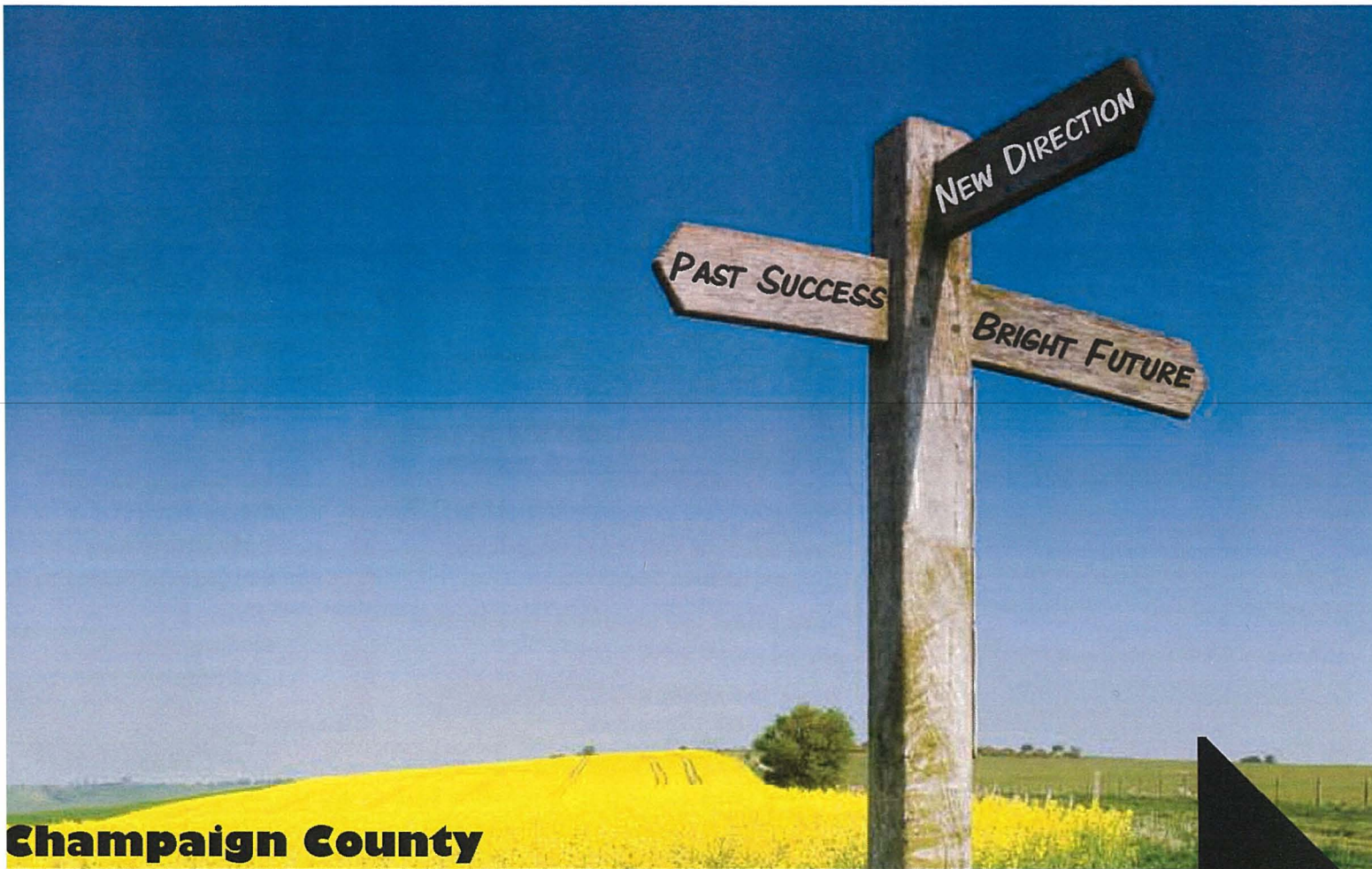
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**Item XI. A. 1. Annual R & E License Renewal**

This Annual R & E License was not available at the Committee of the Whole meeting but has been received since.

The Sheriff signed off on the license today and the license has proper zoning.

I therefore move to approve the 2011 R&E License Renewal for Lake of the Woods Bar & Liquors located on Prairieview Road near Mahomet.



**Champaign County**

# 2009-10 Annual Report

**Convention and Visitors Bureau**

## **A New Direction**

Dear Stakeholders:

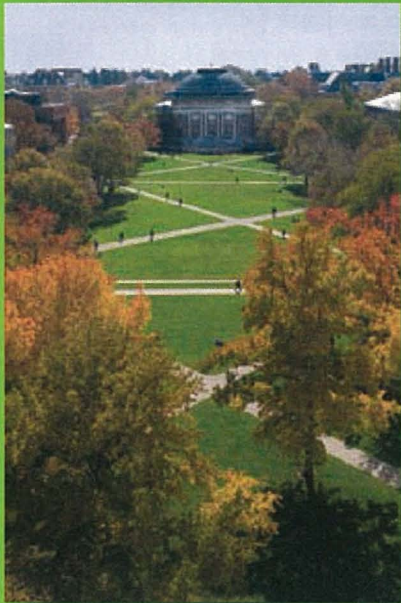
It is my pleasure to share with you the Champaign County Convention and Visitors Bureau's 2009-10 Annual Report. Inside, you will see that we were very busy this year, branding our new image and adapting to change.

We began FY10 (July 1, 2009-June 30, 2010) in transition. The Board of Directors initiated a nationwide search for a new President and Chief Executive Officer in August 2009. The recruitment process engaged stakeholders from around the County, seeking input on the ideal qualities for a new organizational leader and their demand for services from a new organization. Ultimately, more than 20 stakeholders were involved in the interview process and selected a proven leader from right here in Champaign. Jayne DeLuce, formerly Associate Director with the University of Illinois, began her employment with the CVB in November 2009, right before the IHSA State Football Championships at Memorial Stadium! Talk about diving into the deep end of the pool! It seems as though we haven't looked back since, thanks to her familiarity with the area, understanding job expectations, and her community connections.

The organization was restructured to better deliver those services required by our stakeholders. The staffing team and Board of Directors were restructured to reflect current needs. We have established ourselves to be current in the social media networks, including a new e-newsletter and Twitter. The website has been updated to better reflect current events and to market all of Champaign County. New information portals are in place throughout the area, with more to come as new development occurs. Staff support is in place to focus on a variety of niches in the tourism business, including meetings and conventions, leisure travel, and most recently sports, via our merger with the Champaign County Sports Commission. We continue our strong partnership with 40N/88W, to promote Champaign County as a place rich in the arts, culture and entertainment.

I could go on, but the details are inside this first ever annual report. Please enjoy. And, when you get a chance, take a closer look at the CVB, all it has to offer and how it adds value to all of Champaign County!

Sincerely,  
Teri Legner  
Chair, 2009-10 Board of Directors



# OUR VISION:

## 40 North | 88 West Partnership

The CVB continued support to 40 North to further its mission of nurturing arts, culture, and entertainment. The partnership goals included informing business and leisure travelers about the strong artistic, cultural and entertainment opportunities available in Champaign County, thus encouraging visitation and development of events or festivals to showcase the arts and talent of our area.



*Downtown Festival of the Arts*

*We improve the quality of life and enhance economic growth in Champaign County by helping people work, learn and play here, making us the premiere destination in Central Illinois.*

## Champaign County CVB Funding

The CVB is funded by a combination of public and private partnerships. The Illinois Office of Tourism provides the Local Tourism and Convention Bureau grant (a reinvestment of state hotel/motel taxes),

which is matched by local stakeholders (a reinvestment of local hotel/motel taxes from Champaign, Urbana, Savoy, Rantoul and Mahomet), along with the University of Illinois. Other community partnerships include the Tourist Information Center (located at Market Place Shopping Center); area map advertising; event sponsorships; and collaborative trade show and marketing initiatives.

### The Impact of Travel

on Champaign County

- Tourism is one of the top industries in the country that generates jobs, jobs, jobs. In Illinois, 1 in 10 jobs is directly or indirectly supported by travel and tourism spending.
- Tourism reduces taxes for an Illinois family of 4 by \$1,100.
- Tourism expenditures for Champaign County increased 12.4% over the previous year.
- Tourism produced 2,500 jobs in Champaign County, which generated over \$57 million in payroll.
- Domestic travel spending in Champaign County directly generated \$15.35 million in state tax revenue and \$4.65 million in local tax revenue.

## Business Tourism

One of the major contributors to both the development of tourism and the economic growth for Champaign County comes from the retention and expansion of the meetings/conventions/conferences that take place in Champaign County. Cory Hatfield, Sales Director, brought on board this year continues to grow this market and enhance the CVB's relationship with Champaign County hotels and conference centers.



*I Hotel & Conference Center*

### Did you know...

- 219 events were secured and serviced in Champaign County
- Hotel rooms used: 9,459
- Total value to the county: \$6,539,723
- Total attendance to events secured or serviced by CVB: 34,424



*CVB Staff*

### Did you know...

- On average, leisure visitors to Illinois spent \$127 per person per day.
- The average age of Illinois' domestic leisure visitors was 45; the majority were married and they had an average household income of \$82,510.
- The group leisure market represents approximately \$12,000 of business per day to the local economy through meals, lodging, shopping, admission fees, etc.
- Illinois is the 6th most popular US state for overseas visitors.
- In Champaign County, 310 leisure travel groups created 13,030 visitors through 138 overnight trips (2,898 hotel room nights) with an estimated \$961,722 in estimated economic impact. In addition, group leisure travel included 172 day trips with an estimated \$344,000 estimated economic impact.
- Champaign County has booked or been host to over 25 bank club groups that have visited in one-day and multi-day trips.

## Leisure Tourism

Champaign County has positioned itself as a premier marketing organization for group leisure travel both with domestic and international visitors. Angela Ingerson continued her role as Chair of Tour Illinois, a primary committee for Illinois Council of Convention & Visitor Bureaus (ICCVB) that focuses on the group leisure market.



*"Barn Again" Group Tour*



*Urbana's Market at the Square*

Primary activities for leisure travelers included dining, entertainment, shopping, touring/sightseeing and visiting a museum/art exhibit.

# Marketing Champaign County

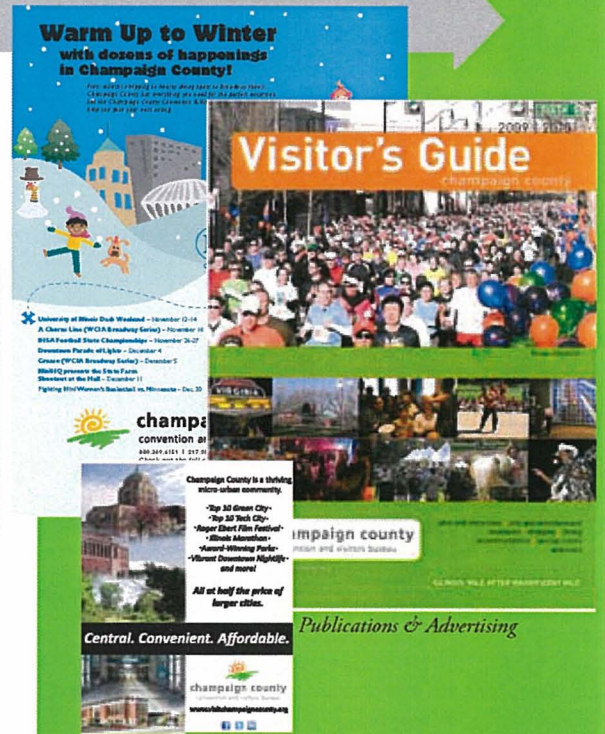
Marketing Champaign County to visitors and residents alike is not only vital to the success of our organization, but is core to our mission. With the hiring of Libby Kacich as Marketing & Sales Director, the primary focus for 2009-10 included increased awareness of Champaign County as a premier destination, as well as how the CVB provides the functions to support this vision.

Primary marketing initiatives:

- Upgraded the web with a new CVB homepage and calendar function.
- Added social networking (Facebook, Twitter, and Linked In, YouTube).
- Launched the CVB Compass, a bi-weekly e-newsletter.
- Created information portals with a focus on customer service center partnerships at Lincoln Square Village; Illinois Terminal; UI Willard Airport.



**447 Facebook followers**  
**75 Twitter followers**  
**26 LinkedIn members**



**Warm Up to Winter**  
with dozens of happenings in Champaign County!

**Visitor's Guide**  
Champaign County

**champaign convention**

Champaign County is a thriving micro-urban community.

- Top 10 Green City
- Top 10 Best City
- Roger Ebert Film Festival
- Bikeable Community
- Award-Winning Parks and more!

All at half the price of larger cities.

**Central. Convenient. Affordable.**

champaign county  
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# Sports Tourism

During 2009-10, the CVB discussed with the board of directors of the Champaign County Sports Commission (CCSC) to integrate the efforts to facilitate sports tourism. Effective July 1, 2010 the CCSC became a department of the CVB, which prompted the hiring of Kip McDaniel, Sports & Events Director, and the hosting of the State Farm Shootout at the Hall scheduled for December 11, 2010.

## IHSA Football and Wrestling Championships

The CVB continued to serve as host to two exciting showcases with the Illinois High School Association (IHSA) State Championships. Thousands of fans visited the CVB's Tent City during the IHSA Football Championships on November 27-28, 2009 with activities, food, and community information, along with judging a team spirit contest for the 8 different divisions.

The CVB worked with the IHSA to implement a new housing agreement for the IHSA Individual State Wrestling Finals on February 18-20, 2010. The CVB provided a community welcome area at the event and hosted a reception for the wrestling officials.

## 27th Mile Celebrate Victory Bash

The Champaign County CVB stepped up to host the first-ever post-race celebration for the 2nd Annual Christie Clinic Illinois Marathon on May 1, 2010. A street festival atmosphere took place on Kirby Avenue between First and Oak Streets, complete with live music, food and drink, and activities for all ages, the afternoon culminating with the awards ceremony. The 27th Mile provided a great place for participants to meet up with family and friends, as well as to pick up their "wooden nickel" to enjoy restaurant and retail discounts while discovering the best places around town.

27th Mile Celebrate Victory Bash

IHSA Football & Tent City

LISC Community Welcome Booth



Champaign Downtown Music Festival

# Looking Forward

The theme for the coming year (2010-11) is centered toward educating and engaging key stakeholders and the community about the positive impact of tourism. The CVB will continue to market attractions, venues, and amenities to conference and meeting planners; domestic and international group tour operators; the leisure traveler; sporting event planners and participants; and arts and culture enthusiasts.

We will continue to utilize sales blitzes (trade shows, one-on-one calls; advertising and public relations strategies; and community outreach communicate the message that Champaign County is flat out the best destination in Central Illinois.

In FY11, we will continue to focus on improving our reputation by providing consistent outstanding customer services in all areas. Our goal is to further engage our community as ambassadors on a regional, state, national and international level. It is important that we are seen as a resource that facilitates economic development and provides current and comprehensive information about events, facilities, projects and programs and also information about how to get involved.

[visitchampaigncounty.org](http://visitchampaigncounty.org)

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Jim Gould Restaurant

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40 North | 88 West

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### **Jayne DeLuce**

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### **Cory Hatfield**

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### **Angela Ingerson**

Leisure Tourism Director

### **Libby Kacich**

Marketing & Sales Director

### **Leslie Lundy**

Finance Manager

### **Kip McDaniel**

Sports & Events Director

### **Elaine Self-Calvin**

Finance Assistant/Office Manager

### **Delre Smith**

Customer Service Assistant



ILLINOIS. MILE AFTER MAGNIFICENT MILE.



**champaign county**

convention and visitors bureau

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