

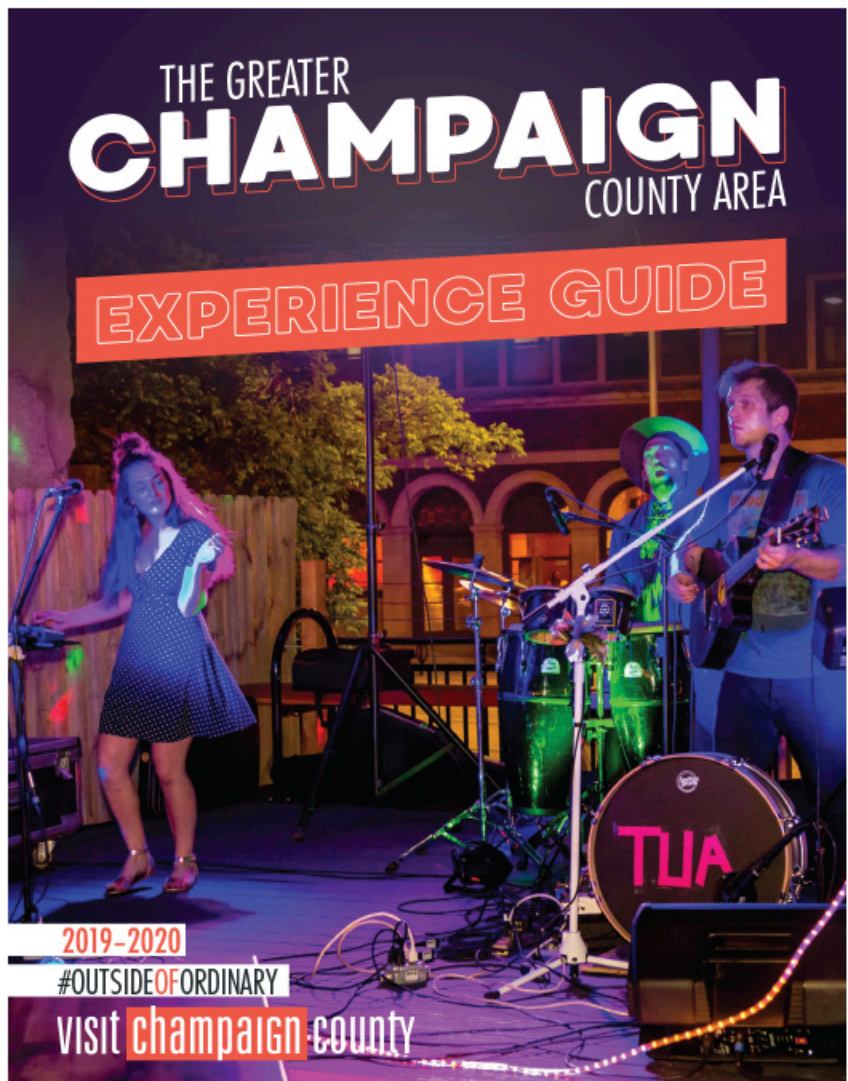


BUILDING QUALITY OF PLACE to visit, work, and live

visit **champaign** county

SUNDAY BRUNCH -
- LUNCH -
- DINNER -
- LATE NIGHT -
- TO GO -
- PRIVATE PARTIES -
- CATERED EVENTS -

EXPERIENCE GUIDE & WEBSITE



REBRANDED EXPERIENCE GUIDE

Highlighting local businesses, festivals, attractions, and much more

70,000 copies to be distributed

Distributed across campus, community and beyond

NEW WEBSITE

Focuses on the story

Priority on blogs

New Live/Work section

SOCIAL MEDIA REACH



6,394 FOLLOWERS



4,802 FOLLOWERS



6,063 FOLLOWERS

Daily posts on events, businesses and individuals

Live videos at Champaign Farmer's Market
Terri's Tuesday Trails

Blog posts featuring multiple Champaign attractions and businesses each week

Most popular Instagram post this year:
Farren's new location

CHAMPAIGN COUNTY AREA RESTAURANT WEEK



2019 SUMMARY

31 total participating restaurants;

10,597 page views on first day of RW

41,670 unique views over campaign

Avg. participant visits 3 restaurants during the event

"Saves our January."

—Ramin, Pizzeria Antica

2020

Returns January 24–February 1

Regional advertising through Pandora Radio, Google Display, Facebook, WCIA

MEETINGS & CONFERENCES



HEALTH SCIENCE LIBRARIANS OF ILLINOIS

September 11–13, 2019 | 150 Participants
Toured the new Carle Clinic Library and the
Early Intervention Clearinghouse Library

THE PROVEN CONFERENCE

September 10–12, 2019 | 800 Participants
Sharing the latest strategies for launching or
growing an online business

ILLINOIS TRAFFIC ENGINEERING & SAFETY

October 16–17, 2019 | 200 Participants
Transportation and safety professionals

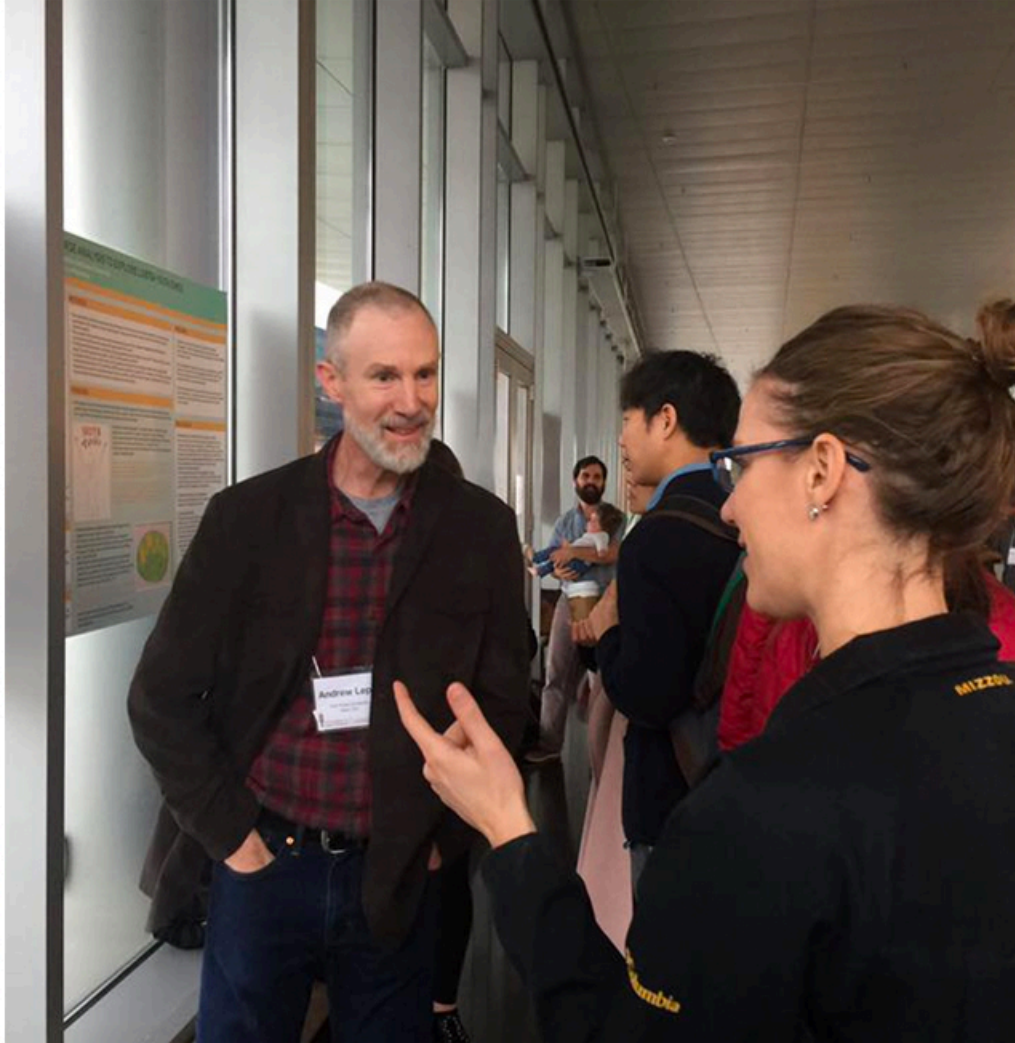
RAILTEC CONFERENCE

October 22–23, 2019 | 500 Participants
Railroaders, consulting engineers, academics and others
involved in all aspects of railroad environmental topics

ILLINOIS ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES

November 6–8, 2019 | 125 Participants
Collaboration with Champaign County
Chamber of Commerce

MEETINGS & CONFERENCES



NATIONAL ASSOCIATION OF TEACHERS OF SINGING

October 30–November 1, 2020

225 Participants

Students and teachers from Illinois, Iowa, and Missouri

THE ACADEMY OF LEISURE SCIENCES CONFERENCE

February 9–11, 2020

250 Participants

Partnership with the University of Illinois Department of Recreation, Sports & Tourism

UPPER MIDWEST CVB CONFERENCE



HOSTING 2021 UMCVB CONFERENCE

I Hotel & Conference Center
September 12–14, 2021

DMOs from eight states in the upper Midwest—Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin

200+ attendees

Showcase Champaign County as a regional destination

HOT ROD POWER TOUR



RETURNS JUNE 11, 2020

State Farm Center

4,000+ participants

Economic Impact: \$1.5 million

Featuring Power Tour Pint Night
Bringing attendees to downtown Champaign
for specials at area restaurants

PAST EVENTS

June 4, 2012 | State Farm Center

June 7, 2015 | Parkland College

June 13, 2017 | State Farm Center

TALENT DEVELOPMENT



YOUR FALL CHECKLIST

in the greater Champaign County area

October-December 2019

MUST-ATTEND EVENTS & ACTIVITIES

- 1. CIVIL RIGHTS SOCIETY**
 October 5 | civildr.org
 Present: The CIVIL SOCIETY features locally based and non-profit organizations, locally owned businesses, and authentic German food.
- 2. C-9 FOLK & MUSIC FESTIVAL**
 October 26-28 | fallmusic.org
 Returning to downtown Urbana, this festival brings together national and local folk artists for over 40 performances and activities over the weekend.
- 3. FISHING OF LIGHTS**
 November 30 | shopyourarea.com
 This holiday favorite features live music, entertainment, food, Santa Claus, and tree lighting. Live up to One Main Place for the tree lighting.
- PICK YOUR OWN PUMPKIN**
 Illinois is the country's largest producer of pumpkins, so head out to pick your own at favorite Carle Orchard & Pumpkin Patch in Urbana. Champaign is the Great Pumpkin Patch in Artibus.
- 5. HUGS A HUNTER**
 Hugs n' Nuts's Business Brunch to get in the holiday spirit. Visit their vendors who give hams & haws, give hams, grab ham crackers. Head out in October to escape these 10-acre corn maze.
- 6. HOLIDAY SHOPPING**
 Get ready for the holiday season by shopping locally. We have dozens of locally owned boutiques and shops across the county to help you find Outside of Ordinary gifts. Don't miss some markets and craft fairs for some extra goods.

Want more ideas for events & activities?
 Check out visitchampaigncounty.org.

Learn more about community rankings & innovation at yourwelcomecu.com

Did you know?

- Champaign-Urbana Mass Transit District completed 20 million dollars in 2018. New bus services offered for Senior Citizens over 65, adults with disabilities, and veterans.
- Blue Water is one of the most powerful supercomputers in the world and is one of the fastest supercomputers on a university campus. Carle is a group for a first test.
- There are five things quite as American as whipped cream in a can. Invented by University of Illinois graduate student Charles Green, whipped cream in a can has been around since 1939.
- Carle Orchard & Pumpkin Patch honey has been recognized by the Honey Bee Research Institute as the best-tasting honey in the world. Pick some up when you get your pumpkins!

COMMUNITY RANKINGS

- Champaign-Urbana ranked 2nd Startup City for startup and entrepreneurial activity (Silicon Prairie News)
- Champaign County ranked 2nd on "40 places young people are moving" list (USA Today)
- Champaign-Urbana ranked 2nd on "The 20 best college towns in America" list (Business Insider)

TOP 5 STARTUP CITIES

1. CHICAGO
2. CHAMPAIGN-URBANA
3. MINNEAPOLIS
4. ST. LOUIS
5. MADISON

Silicon Prairie News

Collaborations with Champaign County EDC, You're Welcome CU, and the University of Illinois

"Train the Trainer" program to educate HR professionals on Champaign-Urbana's highlights

Partnered with MTD for a bus tour of the community in summer 2019

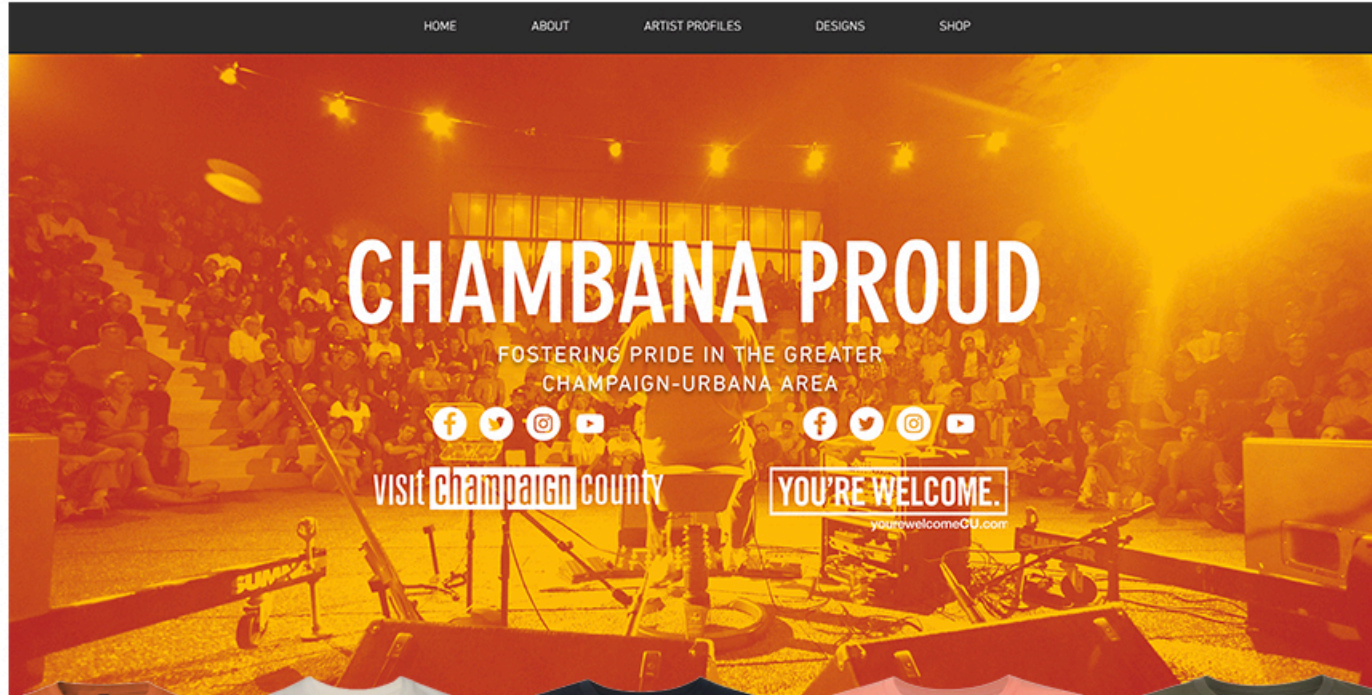
Held HR Roundtable to discuss biggest needs for area employers that we can solve

Provided driving tours for high-level recruits for Carle, Christie Clinic, and University of Illinois

Developed Quarterly Checklist for new hires on things to discover in the community

Integrating into new hire trainings on a monthly basis at the University of Illinois

CHAMBANA PROUD



Collaboration with Champaign County EDC, You're Welcome CU, and 40 North

Fostering community pride in Champaign-Urbana

Local artists designs celebrating our community and our innovations

Future designs and apparel/items

Goal to place merchandise in local shops and visitor destinations

Future home for potential community ambassador program



DESTINATION

2023

INFRASTRUCTURE • EXPERIENCE • ORGANIZATION

DESTINATION 2023

DESTINATION INFRASTRUCTURE

GOAL: Enhance the Community as a Destination

- | Advocate for destination-defining development and activities
- | Support initiatives to advance the region's sports and outdoor recreational assets
- | Collaboratively advocate for enhanced transportation assets and wayfinding signage

DESTINATION 2023

FACILITY DEVELOPMENT

The Yards
Downtown Plaza
Martens Center
Kickapoo Rail Trail Expansion
Rantoul Sports Complex



DESTINATION 2023

FACILITY DEVELOPMENT



Expanded I Hotel &
Conference Center

Additional 32,500
sq. ft. of meeting
space

Opening Fall 2020

visit **champaign** county

visitchampaigncounty.org :: #outsideofordinary

DESTINATION 2023

TRANSPORTATION ADVOCACY



Willard Airport



Amtrak

DESTINATION 2023

DESTINATION EXPERIENCE

GOAL: Strengthen Visitor & Resident Experiences

Foster and maintain an inclusive culture of hospitality as a defining aspect of the community

Analyze opportunities to encourage the community to be family-friendly

Support the expansion of a festival & event culture throughout the community

Enhance and promote a destination calendar of events to benefit residents and visitors

CREAM OF THE CROP



Monthly award to a member of the service industry

Nominated by the public

Awarded with certificate, gift card and recognized on social media channels

Champaign awardees: Felicia Warren (server);
Raz Diaz (owner; Hunger force); Rosemary Ferrara (hostess; Farren's)
Guillermo Contreras (staff, Home2 Suites)

LIVING OUTSIDE OF ORDINARY



DESTINATION 2023

FESTIVAL & EVENTS CULTURE

| Develop Festivals & Events Council

| Opportunities for event producers to collaborate and share best practices

| Aid in effective scheduling

COUNTYWIDE EVENTS



WORLD CHAMPIONSHIP PUNKIN CHUNKIN

Rantoul Aviation Center
November 2-3, 2019

Attendees across U.S.

Collaborations with Parkland College

Teams from University of Illinois

ILLINOIS TRIATHLON CHAMPIONSHIPS

Lake of the Woods
September 22, 2019

3-year contract ending 2020

Swim, bike & run in Mahomet

100-220 participants

IHSA BASKETBALL BID



RFP FOR 2021–2023

State Farm Center | March 11–13, 2021

Collaborative effort between Visit Champaign County, University of Illinois, Division of Intercollegiate Athletics, and private & public partners

Focus on facilities and fan experience

Tremendous impact on athletes with potential to promote the University of Illinois and Champaign as a place to study, live and work

DESTINATION 2023

DESTINATION ORGANIZATION

GOAL: Elevate VCC to be Embraced as a Community Shared Value

Build stronger partnerships with other community organizations that share common goals

Advise local government officials on issues related to visitor economy and destination marketing

Increase and diversify VCC funding model for promoting the community as a destination to live, work, and visit

