

COVID-19 Devasted Joliet’s Travel, Tourism, and Hospitality Community

	Gaming Tax		Hotel/Motel Tax		Food & Beverage Tax		Amusement Tax	
2019	\$15,537,782		\$2,647,920		\$2,951,025		\$97,236	\$97,237
2020	\$7,033,052	55% loss	\$2,275,431	14% loss	\$2,445,263	17% loss	-	100% loss
2021*	\$8,960,000	42% loss	\$2,300,000	13% loss	\$2,000,000	32% loss	-	100% loss

*2021 numbers are budgeted

What is a Destination Marketing Organization (DMO) / Convention and Visitors Bureau (CVB)?

- A destination marketing organization (DMO) / convention and visitors bureau (CVB) is an organization that generates **positive economic development** to a municipality through tourism marketing and development
- A DMO/CVB promotes the **development and marketing** of a destination, focusing on group meetings sales, sporting event sales, leisure tourism marketing, and key services
- The efforts of these organizations drive **significant economic impact** to their community

What are key impacts of DMO/CVB?

- **Direct economic impact** to the region through businesses, employment, income and taxes
- Strong **collaboration** across the community to determine localized strategy development, benefiting residents and businesses
- **Workforce and talent development** with accessible range of job opportunities
- Expanded opportunities for **small business development** and growth
- Increased interest in **promoting** the assets of the destination
- Overall **growth** of travel, tourism, and hospitality industry cluster

Accelerating the Joliet Economy

- Encourage elected officials and staff to **appropriate 1/3 of ARPA funds** to City’s travel, tourism and hospitality industry
- Support the growing demand for leisure travel - which **will recover faster** than group (meeting, sport, and motorcoach) business
- Monitor hotel occupancy and **support the increase** due to domestic leisure travel while booking future group business
- **Be competitive with adjacent municipalities** that have allocated CARES funding and will allocate ARPA funds to support tourism recovery efforts
- Plan for the **return of international visitors** to the Chicagoland area and Illinois Route 66’s upcoming centennial in 2026 - international travel is expected recover slower than domestic and group business
- **Heritage Corridor CVB** represents **400+** food establishments, **29** hotels, and **25+** attractions in **Joliet**

Funding travel, tourism, and hospitality is an opportunity to accelerate Joliet’s economic recovery.

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