

## AGENDA ITEM REPORT

**DATE OF MEETING:**

April 10, 2017

**ITEM:**

Resolution Recognizing ILLINOISouth as the City's Certified Tourism Bureau

**STRATEGIC PLAN GOAL:**

Goal #1: *"Preferred Place to Live"*, Goal #4: *"Strong & Diverse Economy"*

**BACKGROUND:**

The City has been a member of the ILLINOISouth Tourism Bureau since 2004. They have provided significant marketing support for the City's events, including the Italian Fest, Horseradish Festival, and Catsup Bottle Festival, as well as marketing for Uptown, Gateway Center, and Cahokia Mounds. Collinsville's tourism-related information is regularly featured in its Tourism Times newsletter and Visitor's Guide. The attached resolution establishes ILLINOISouth as the certified Convention, Tourism, Bureau (CVB) for the City and therefore solidifies said commitment. It is important that this be established on the record in the event that other events that may be outside the control of the City arise and challenge the ability of the City to proactively make this decision. Favorable action by the City Council on this resolution includes no financial cost (other than membership dues not addressed within said resolution) nor does it disqualify the City from any future grants or other associated financial opportunities.

**RECOMMENDATION:**

Approval

**ITEM SUBMITTED BY:**

**ATTACHMENTS:**

Resolution