

# Lake County Board Presentation

## Visit Lake County Economic & Marketing Highlights

June 11, 2024



# Visit Lake County

- Champion and advocate for Lake County as a premier visitor destination
- Leading force in creating a positive image for Lake County. Elevate the profile of the county for residents, visitors and businesses
- Showcase and support our communities, attractions, outdoor recreation, small businesses
- Create marketing strategies to inspire visitors & residents to experience Lake County



# Visit Lake County Board of Directors



David Motley, Chair, City of Waukegan  
Randy Ebertowski, Vice Chair, Gurnee Mills  
John Krajnak, Treasurer, Six Flags Great America  
Sonolito Bronson, Secretary, City of Zion  
Cheryl Ross, Past Chair, Village of Gurnee

Brad Burke, Village of Lincolnshire  
Carissa Casbon, Lake County Board  
Justin Keenan, Village of Deerfield  
Ray Keller, Village of Lake Zurich  
Greg Koeppen, Lake County Farm Bureau  
Brad Lajoie, Lincolnshire Marriott Resort  
Jonathan Petrillo, Village of Vernon Hills  
Heather Rowe, Village of Libertyville  
Brianna Ruggia, Great Wolf Lodge Illinois  
Tim Wilson, Village of Mundelein

# Visit Lake County Organization

- Official DMO for Lake County (501c6)
- Certified by DCEO/IL Office of Tourism
- Public-Private Partnership – 200 partners
- Staff of 8
- DMAP Accreditation & CDME



# VLC Funding Sources

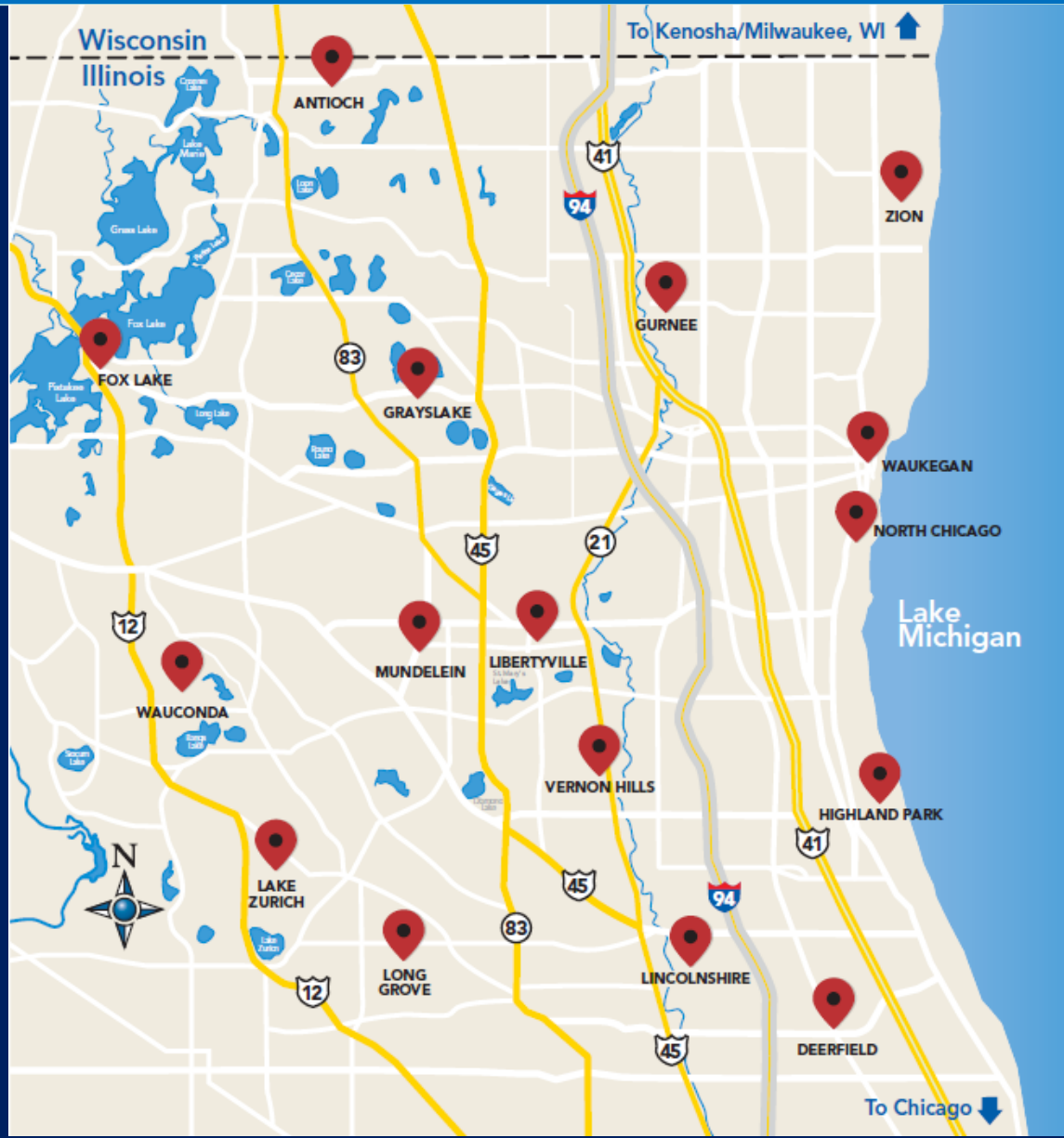
- State Tourism Grant: \$1.8 million in FY '24
- Local Match:
  - Industry/Business Partnerships
  - Co-op Advertising Programs
  - Community Partnerships
  - Lake County's Investment



# Lake County's Investment in the Tourism Economy

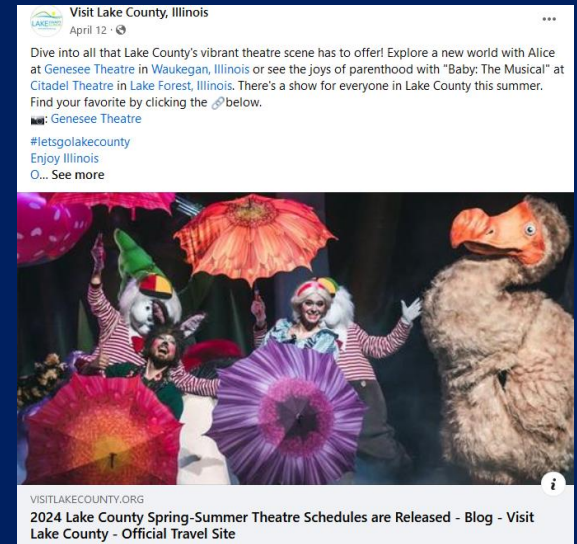
- \$150,000 in County Annual Budget
- + Annual hotel tax pass-through from unincorporated areas
- VLC expanded partnership model & tiers
- Increased community engagement & reach
- Created new level for smaller municipalities
- Goal: enhance visibility in underserved areas

# 16 VLC Community Investors: Wauconda & North Chicago – new partners!



# Community Outreach & Partnerships

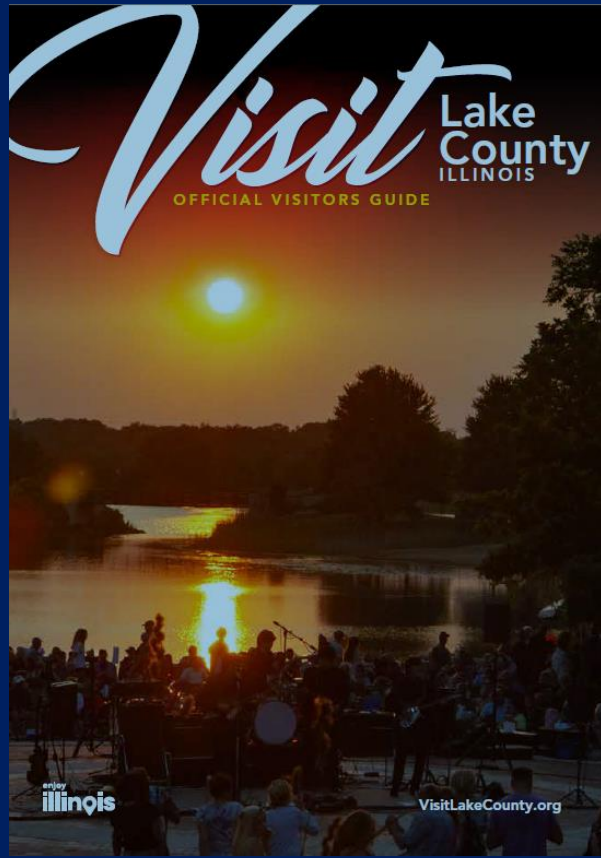
- A Safe Place
- CLC Hospitality Program & Scholarship
- Naval Station Great Lakes
- County-wide Arts & Cultural Initiative - ArtsLinkNorth
- LCP & LCFPD Partnerships






# Lake County Forest Preserves Partnership

- Independence Grove Beer Garden
- Concerts/TUDN Sponsorship
- VLC Annual Luncheon – September 5<sup>th</sup>



 Visit Lake County, Illinois  
May 25 at 8:27 AM · 🌐

🌲 Discover the beauty of Lake County's forest preserves and trails! The Des Plaines River Trail offers 31 miles of stunning views and connects with other popular trails, while [Illinois Beach State Park](#) and [Chain O Lakes State Park](#) trails provide diverse landscapes from Lake Michigan shores to lush woodlands. 🏃 Lace up your sneakers and hit the pavement—adventure awaits! 🚲

📍: Lake County Forest Preserves

[#letsgolakecounty](#)  
Only In Illinois  
Enj... See more



# Economic Impact of Tourism in Lake County

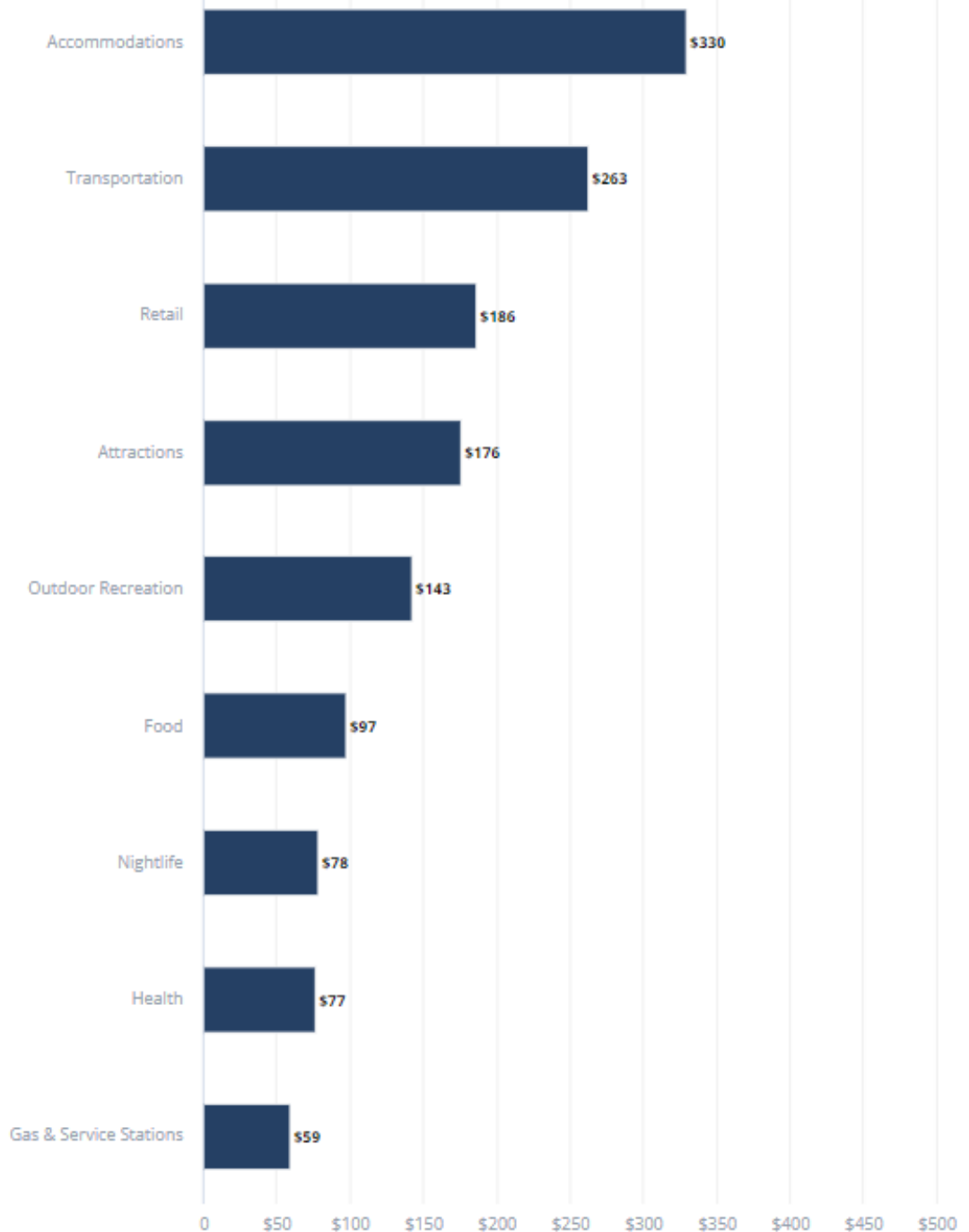
- \$1.8 billion in visitor spending in 2022\*
- 15,000 tourism-related jobs
- \$64.8 million in local taxes
- \$126 million in state taxes
- Illinois – 111 million visitors spending \$44 billion -  
Savings each IL Household \$1,263 in taxes
- VLC Sales Team recruits groups  
\$7-8 million in spending annually



*\*2022 Data – US Travel Association/Tourism Economics*

# Visitor Spending in Lake County Past 12 months

*Zartico Spend Data  
Insights sourced from Affinity  
cardholder count: 114,838  
>60 miles from cardholder zip  
to merchant's zip*



# VisitLakeCounty.org

Updated website coming soon!  
400 events for summer

## HIKIN' TYKES CICADAS AT EDWARD L. RYERSON EDUCATION CENTER

Thursday, June 6, 2024 at 9:30-10:45 a.m.  
Edward L. Ryerson Conservation Area & Welcome Center  
21950 N. Riverwoods Road  
Riverwoods, IL 60015

[Website](#) | [Map](#)



The cicadas are coming! Learn about the 17-year periodical cicadas with your little one through stories, hands-on activities and outdoor explorations.

Please register both adult and child participants.

Limit of two children per adult.

Adult supervision required.

Meet at the Ryerson Education Center.

Portions of this program will be outdoors.

Please dress for the weather.

For more information, call 847.968.3320 [AskAnEducator@LCFPD.org](mailto:AskAnEducator@LCFPD.org)

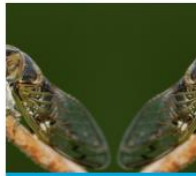
[< Back to Calendar of Events](#)



### Celebrating Cicadas: An Evening Search at Edward L. Ryerson Conservation Area

6/8/24

Join the search for emerging 17-year cicadas. Dr. Gene Kritsky, retired Bio... [View More](#)



### CicadaFest at Ryerson Woods

6/9/24

Join the Lake County Forest Preserve District to celebrate all things insect... [View More](#)



### Boots of a Biologist at Edward L. Ryerson Education Center

6/25/24 - 6/27/24

Spend your summer days hiking in the "boots of a biologist" to... [View More](#)



### From Fossils to Ferns: Lake County's Nature and History

7/15/24 - 7/19/24

Foster your camper's enthusiasm for the natural and human history of... [View More](#)



BEACHES



BIRDWATCHING



CAMPING



DOG FRIENDLY



EVENTS



FARMERS MARKETS



FISHING



GOLF



PADDLING / PWC



RUN, HIKE, BIKE



STAR GAZING



SPORTS & REC



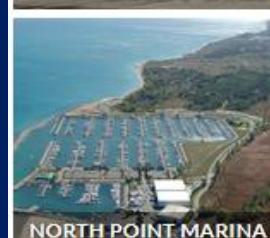
CHAIN O' LAKES



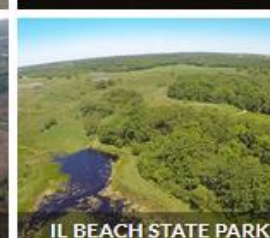
FORT SHERIDAN



FOREST PRESERVES



NORTH POINT MARINA



IL BEACH STATE PARK



VOLO BOG

# Digital Marketing



visitlakecounty

visitlakecounty 20w  
Experience this one-of-a-kind whimsical celebration of art, nature and fall at this year's "Jack O' Lantern World" in #LakeZurich 🎃. The trail will include some of the largest pumpkins in the U.S. weighing 1,000+ pounds 🤯. It's an evening experience you'll want to share with others. Starting September

View insights Boost post

139 likes  
September 19, 2023

Add a comment...



visitlakecounty

visitlakecounty 13w  
Let's go take a ride this summer through Lake County! Explore and awaken all of your senses. Through Route 83, you can explore outdoor concerts, hike or ride through a forest preserve, paddle or boat our many lakes and dine at a favorite local spot. Link in bio for your Route 83 itinerary. 📍 #SummerConcerts at #IndependenceGrove @LCCFPD in #Libertyville @BillsPizzaPub in #Mundelein @RivalryAlehouse #Antioch #ChainOLakesStatePark by Jennifer Brown #Antioch

View insights Boost post

25 likes  
JULY 31

Add a comment...

Visit Lake County @VisitLakeCounty

Come explore our fall colors, cooler weather and lake breeze as you achieve your autumn goals in #LetsGoLakeCounty. 📸: Amy Koutsianelos at #ryersonwoods and @BrushwoodCenter and Antioch's Hiram Buttrick Sawmill. [visitlakecounty.org/Outdoor-Guide/...](https://visitlakecounty.org/Outdoor-Guide/)



Visit Lake County, Illinois April 14

Check-in to win at three or more of the 80 participating eateries during Lake County Restaurant Week. Bon Appetit! 🍴



VISITLAKECOUNTY.ORG/RESTAURANT\_WEEK.CHECK\_IN\_CHALLENGE  
Lake County Restaurant Week Check-In Challenge  
April 14 - 23, 2023

Learn more

Visit Lake County, Illinois  
Published by Scout Delicato · June 12, 2023 ·

Don't miss out on the amazing festivals coming to Lake County this summer! Find out what's coming & when to plan your summer of fun!



VISITLAKECOUNTY.ORG/BLOG/SUMMER-FESTIVAL-SEASON-IN-...  
Summer Festival Season Returns to Lake County  
Check out the full schedule!

Learn more

# Seasonal Marketing Campaigns

ENJOY A MONTH OF  
**FRIGHTS AND DELIGHTS**  
 IN LAKE COUNTY ILLINOIS



**COME FOR THE SPOOKS, STAY FOR THE SPIRITS!**

From pumpkin patches to pumpkin ales, there is fun for the whole family in Lake County this autumn. Discover frightening festivals, spooktacular fall activities and carefully crafted elixirs along the Libation Trail. There's something for everyone!



Get all the details at [VisitLakeCounty.org/Spooks](http://VisitLakeCounty.org/Spooks)



**SPOOKS & SPIRITS CHECK-IN CHALLENGE**

Check in at 5 or more participating locations from October 1-31 and you could win a private Libation Trail Tour for 10 on the 95 Will-Rock Party Bus! Scan the QR code for details and Libation Trail partner locations.



Media:  
 Broadcast, Cable TV  
 Streaming, Radio,  
 Newspaper, Google  
 Ad Displays,  
 Facebook, Instagram



Unwrap new traditions  
 in Lake County, Illinois!

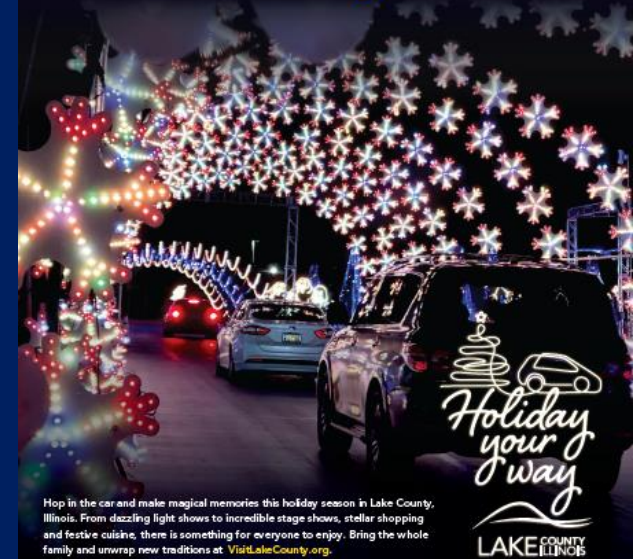
Discover festive family fun, spectacular shopping and a calendar filled with exciting events. This season, Holiday Your Way!



Special thanks to our holiday sponsors:  
 The communities of Guerne, Libertyville, Vernon Hills and Waukegan.



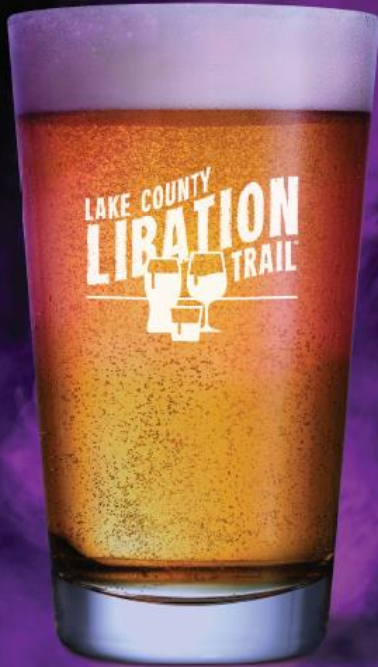
*Here's a bright idea... head  
 to Lake County, Illinois!*



Hop in the car and make magical memories this holiday season in Lake County, Illinois. From dazzling light shows to incredible stage shows, stellar shopping and festive cuisine, there is something for everyone to enjoy. Bring the whole family and unwrap new traditions at [VisitLakeCounty.org](http://VisitLakeCounty.org).



# Lake County Libation Trail



## HIT THE TRAIL IN LAKE COUNTY

Lake County is known for fun-filled attractions, spectacular outdoor adventure and delicious dining, but we're also home to a variety of award-winning adult beverages as part of our renowned Libation Trail. From beer and wine to vodka and whiskey, our locally grown, crafted and distilled libations are designed to dazzle and delight the most discerning tastes.

### Spooks and Spirits Check-in Challenge

This Autumn, we're celebrating in spooktacular fashion! Sample fall favorites and enter to win great prizes.

Discover all of the hauntingly good deals by scanning the QR Code or go to [VisitLakeCounty.org/Spooks](http://VisitLakeCounty.org/Spooks).

enjoy  
Illinois



Scan for the latest updates!



Black Lung Brewing (Fox Lake, Round Lake Beach) • Bosacki's Brewery  
Broken Tee Brewing • Buffalo Creek Brewing • Half Day Brewing Co.  
Harbor Brewing Co. (Lake Villa, Lakefront Biergarten, Winthrop Harbor)  
Independence Grove Beer Garden • Light the Lamp Brewery • Liquid Love Brewing  
Mickey Finn's Brewery • Nightshade & Dark's Pandemonium Brewing • 9th Hour Brewing  
Phase Three Brewing • Ravinia Brewing • Roaring Table Brewery • Tighthead Brewing Co.  
Tonality Brewing • Wild Onion Brewery and Banquets • Wright's Brew & Bistro • ZümBier  
Copper Fiddle Distillery • North Shore Distillery • 28 Mile Distilling Co. • Oppidan Spirits  
Glunz Family Winery & Cellars • Lynfred Winery (Highland Park, Wheeling)  
Valentino Vineyards • Vigneto del Bino — and more to come!



#LCLibationTrail • #LetsGoLakeCounty

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

Please sample responsibly.

A MONTH-LONG CELEBRATION OF FOOD & DRINK!

# FEBRUARY FLAVOR FESTIVAL

IN LAKE COUNTY, ILLINOIS



**FEBRUARY 1-29**

Check In  
To WIN!



enjoy  
illinois

#LetsGoLakeCounty • #LCFlavorFestival • #LCLibationTrail



# 2024 HIGHLIGHTS



120 PARTICIPATING PARTNERS 

27 COMMUNITIES REPRESENTED 

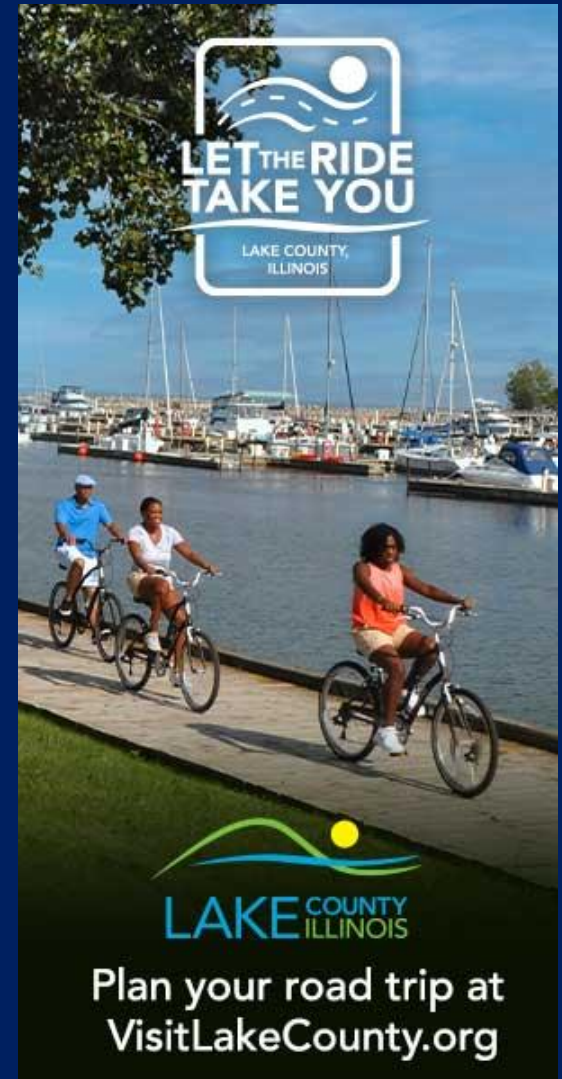
9.4 MILLION   
TOTAL CAMPAIGN IMPRESSIONS



- Media: TV, radio, newspaper, social media, digital, Metra rail cards + 15.7 million impressions
- 250K+ Pageviews
- 165K+ Social Media Engagement
- 13% increase in dining spending YOY



# Summer Road Trips to Lake County



# Group Business Development Opportunities

- Recruit sports tournaments, meetings, reunions, tour groups
- YTD Results (thru May)
  - Secured 246 groups
  - 15,375 room nights
  - \$6.6 million visitor spending



**Lake County, Illinois  
is reunion-perfect.**

Reconnect with the ones you love in Lake County, just north of Chicago. Beautiful Lake County, with over 75 lakes and beaches, delivers the perfect backdrop for your family gathering. Experience world-class attractions like Six Flags Great America, Hurricane Harbor and Great Wolf Lodge. Explore scenic Forest Preserves, including Independence Grove, which offers ideal picnic locations with lots of recreational activities to enjoy. There's also wonderful dining, entertainment, hotels and resorts for your big event. In Lake County, Illinois, your reunion will be truly unforgettable.

Contact reunion expert, Kimberly Ghys, at [Kimberly@LakeCounty.org](mailto:Kimberly@LakeCounty.org) to start your planning!



Visit [LakeCounty.org](http://LakeCounty.org)  
800-LAKE-NOW

enjoy  
**illinois**

# Group Business Incentive Program

## Lake County ARPA Funds:

- VLC won 44 groups
- 13 communities, 45 hotels/venues
- 11,036 rooms for local hotels
- \$4.3 million in economic impact



LAKE COUNTY SPORTS EVENTS

*We make it easy to play hard*

Host your next sports event in Lake County, Illinois—one of the Midwest's premier sports and recreational destinations. Just north of Chicago, we offer an array of modern indoor and outdoor sports amenities, world-class attractions, accommodations, shopping, dining and entertainment. Whether it's soccer or lacrosse, our facilities are among the best in Illinois. Plus, we'll help you with every step of the planning. Book today!

Milwaukee  
Lake County  
Chicago

VisitLakeCounty.org/sports  
847-662-2700 • teresa@lakecounty.org

# Visit Lake County Hospitality Heroes

- Stacey Freeman, Lincolnshire Marriott Resort
- Jamie Perdomo, Homewood Suites Lincolnshire
- Carmela Perea, Karma Pub/Doubletree Mundelein



*Celebrating National Travel & Tourism Week at Volo Museum*

7 Faces of  
Tourism in Illinois



# Why Travel & Tourism is Essential

- Helps build strong, vibrant communities
- Creates jobs at every level
- Lessens the tax burden of residents
- Drives investments & inspires new businesses
- Enriches the lives of travelers
- Forges connections
- Bridges generations and cultures
- Elevates the quality of life for Lake County residents



# Thank you for your Investment in Tourism!

