



Galena/Jo Daviess County New Tourism-Related Business Packet

Welcome to the industry! We at the Galena/Jo Daviess County Convention & Visitors Bureau (CVB) are proud to work with you in marketing our destination to potential visitors.

There are many promotional opportunities through the CVB. This guide is intended to make you aware of the services our CVB provides and the action you must take to use these opportunities.

First, some background on us: the CVB is a department of the Jo Daviess County government and, therefore, represents every legal tourism-related business entity in the county. We are funded by three sources:

- A Hotel/Motel Tax (currently 5%) collected by the lodging properties, outside the city limits of Galena, from overnight guests
- Grants from the Illinois Office of Tourism
- Basic Services Program enrollee revenues

Approximately 34% of our annual budget is spent on promotion; another 11% supports the Visitor Information Center (VIC) program. \$26,000 is available in the form of tourism and event promotion grants to local communities and non-profit organizations. Our policies and finances are governed by a nine-member CVB Advisory Board, which makes recommendations to the Jo Daviess County Board. Currently, a team of five handles all administrative, sales and marketing functions. The VIC program is contractual, currently staffed with four part-time employees.

Because the CVB budget is dependent on local hotel tax, generated by county lodging properties, those properties receive exclusivity; non-Jo Daviess County lodgings are not eligible for partnering with the CVB. However, when county lodgings are filled we refer lodging requests to our neighboring CVBs. All Jo Daviess County lodging properties are required to register with the IL Department of Revenue and the Jo Daviess County Treasurer regarding collection and payment of Hotel/Motel Tax. The County also has a Guest Accommodations Ordinance, as does the City of Galena, which ensures life/safety compliance. Request the "Hotel/Motel Tax Information Sheet" from the CVB for more details, including contacts.

We invite you to participate in these promotional opportunities:

Galena/Jo Daviess County Visitor's Guide

This award-winning 72-page booklet is a comprehensive, detailed publication printed as needed (usually annually). We printed 90,000 copies in June 2011. It is mailed in response to requests through our toll-free numbers and racked at Welcome Centers throughout the Midwest. It's also available to local businesses that are Partners to give to their guests/customers. All Jo Daviess County tourism businesses are eligible to be included in the Visitor's Guide. Fees may be applicable for second category listings or for tourism-related businesses located outside of Jo Daviess County.

720 Park Ave. ~ Galena, IL 61036 ~ Toll-free 888.442.5362 ~ 815.777.3557
www.galena.org



Galena/Jo Daviess County CVB Website:

www.galena.org

The Visitor's Guide and the Calendar of Events are included in their entirety on our website, which averages more than 1,000 user sessions per day. There is no additional form or charge to be included at www.galena.org...if you're listed in the printed Guide or the Calendar, it's automatic. CVB staff makes updates and changes as needed. Partners with websites are encouraged to hyperlink to our site. Instructions can be found on www.galena.org under 'About CVB.' Partners may also provide up to three (3) photos of your business for your website listing.

Galena/Jo Daviess County Visitor Information Center

All travelers to Galena and Jo Daviess County are encouraged to stop at our Visitor Information Center at the Old Train Depot. It is located at 101 Bouthillier St., Galena and open year-round. Day and hours of operation are changed seasonally. Visitors find a friendly, trained service staff; also a variety of helpful brochures, guides, and maps. Binders display additional lodging photos and restaurant menus. A Courtesy Phone connects guests to all Partners and local churches via speed dial at no cost to the caller or the Partner/church. Poster display space is available as space allows (at the discretion of staff). Public restrooms are available, too! The staff also assists in locating lodging vacancies on weekends and holidays. Only Partners are eligible to place individual promotional materials at the site. The VIC also provides friendly, live-operator service to all of our toll-free numbers seven days a week. Whether visitors need directions, information or have general questions about the destination, the VIC staff is ready to serve.

SPECIAL NOTE TO LODGING PARTNERS

The VIC utilizes a **Lodging Referral & Availability Database**. Operators cannot make bookings or recommendations, but, through a series of specific questions and the random access database, they can identify all lodgings that provide the amenities and price range the caller is requesting. Our operators contact lodgings from the availability database to inventory room vacancies for weekends. The information is used to assist callers in finding lodging vacancies.

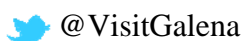
Galena/Jo Daviess County Calendar of Events

A 44-page brochure is printed annually and covers Jo Daviess County festivals and events of interest to visitors. It's typically printed in December, covering the upcoming year's events. Area publications and travel writers are provided all available calendar information upon request. There is no charge to be included in this brochure; it is not partner-sensitive.

Things to Do

This publication apprises visitors and businesses of activities, and entertainment available in the area each week (Thursday-Wednesday). It is updated weekly by CVB staff of all of the things to do that are listed on the CVB Web site, www.galena.org. Partner businesses and organizations are responsible for making CVB staff aware of any appropriate listings.

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Galena/Jo Daviess County Illustrated Map

This foldout map was introduced in 1999 to give visitors an inexpensive way-finding tool. Historic sites, attractions and outdoor recreational opportunities are highlighted. This piece is printed periodically and CVB staff determines appropriateness for inclusion in this piece.

Group Sales Opportunities

Our Sales staff utilizes a meeting or group tour guide to assist specialized planners. If your business can accommodate a group or meeting, or if your business is of interest to wedding planners, contact our Sales staff to discuss your inclusion in one or all of these opportunities. Partnership is required for all group sales programs.

Enjoy Illinois

www.enjoyillinois.com

The Illinois Office of Tourism provides a comprehensive travel planning service for visitors to their Web site at www.enjoyillinois.com. CVB staff provides all of the information to the state for compilation on this Web site. Information and changes submitted to the CVB will automatically be updated periodically with the Illinois Office of Tourism. The CVB also updates information on several other regional and national tourism Web sites. Accurate data from each Partner business is vital in promotion of our destination.

Remember...

These promotions are valuable only if you make the effort to update us when you have changes. Changes should be requested in writing using the appropriate form. The CVB reserves the right to edit any and all submissions to ensure continuity.

If you have any questions about CVB promotions and how they may be utilized by your business or organization, please contact our administrative office.

*We look forward to promoting you as part of our
dynamic tourism industry in Galena and Jo Daviess County!*

Enclosures: CVB enrollment form
Visitor's Guide
Calendar of Events
Illustrated Map

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