

Logan County Tourism Bureau

Agreement Points	1st Quarter Review	2nd Quarter Review
Employ a full-time Tourism Director to provide tourism services for the City of Lincoln/Logan County-this includes providing continuing education and ongoing learning opportunities for said staff	Currently taking online classed about Photoshop and InDesign to expand knowledge for graphic design. Planning to attend Governor's Conference: March in Springfield	Photoshop/InDesign Classes Continuing Registered for the Governor's Conference
Develop media to advertise community programs that brand the City of Lincoln/Logan County as a tourist destination, and deliver appropriate, physical medium to Lincoln, the surrounding Logan County communities, and travel stations throughout the state	Visitors Guides, Dining Guides, Rack Cards, attendance at events Meeting next week to streamline this process	Worked with Administrative Assistant to create a plan to deliver media to hospitality areas-Sent information to Rockford Station
Execute the professionally developed marketing campaign approved by the Tourism Board	2 Tourism Billboards, Website, Radio Commercials	New Radio Commercial on WLCN
Provide support to the parties planning and executing events that attract tourists to Logan County	Subgrants, Contact Information, Events on the Website etc. Tropics Sign	Tropics Sign: Received new Bids, accepting donations, planning potential fundraising events
Promote Lincoln as both a Route 66 and Abraham Lincoln tourism destination	Representative Tim Butler's Advisory Board/Open on the Weekend See Tracking form: Green=Weekends	Ad in Enjoy Illinois-State Wide Magazine, Gave Visitor's Bags to the Rt. 66 Soccer Shootout, Illinois Association of Circuit Court Clerks Conference New Student Bags with information: Lincoln College
Comply with Illinois state requirements and maintain a state certified tourism bureau	Certified with the Illinois Council of Convention & Visitors Bureaus	Renewed ICCVB Membership, Land of Lincoln Tourism Membership, Rt. 66 Association of Illinios
Keep a tourism council to oversee tourism efforts and hold a seat for a city appointed official on said council	Council meets monthly-list of council members, new council member	Council Meets Monthly: Alderman Parrott-new Member
Provide sub-grants to events in Logan County that attract tourists and ensure "Heads in Beds"	Lincoln Colloquium, Arts in the Park, Lincoln Balloon Festival Middletown Firemen's Festival, Logan County Fair, Railsplitter	New Subgrants: Jr. High Basketball Tournament, Christmas on Vinegar Hill, Oktoberfest,
Ensure Logan County Tourism Bureau presence at all large events in order to promote Lincoln/Logan County assets	Listed above. Also: Lincoln's Pigs & Swigs Festival, the Illinois State Fair for 2 weekends, From the first weekend in June-The first weekend in October Tourism has had a booth at an event for 9/18 weekends	Lincoln Colloquium, Abraham Lincoln National Railsplitting Festival International Mother Road Festival Will be in the Mt. Pulaski Courthouse during Christmas on Vinegar Hill
Present quarterly updates to the City Council and provide an annual report to the City	September 8th	November 10th