

CITY OF LINCOLN
COMMITTEE OF THE WHOLE MEETING
AGENDA
APRIL 27, 2021
CITY HALL COUNCIL CHAMBERS
7:00 PM

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Public Participation**
- 4. Morgan Gleason, Logan County Tourism Bureau 2021 1st Quarter Report**
- 5. Announcements:**
- 6. Possible Executive Session**
- 7. Adjournment**
- 8. Upcoming Meetings:** City Council: Monday, May 3, 2021 at 7:00 PM
Committee of the Whole Tuesday, May 11, 2021 at 7:00 PM



101 N. Chicago St. Lincoln, IL 62656 / 217.732.8687 / www.destinationlogancountyil.com

Logan County Tourism Bureau 2021 1st Quarter Report

Board of Directors

President: Nila Smith	Tracy Welch
Vice President: Gail Sasse	Emily Davenport
Treasure: Neal Patel	Cindy Fleshman
Secretary: Marylin Wheat	Steve Parrott
	Jim Wessbecher
	Kathie Williams
	Rick Hoefle

- **Financials**
 - Hotel/Motel Tax Income (95%) 1/2021-3/2021 - **\$25,000.00**
 - Hotel/Motel Tax 2021 Quarter 1 revenue is **down 32%** compared to 2020 Quarter 1 (pre-covid) revenue

- **Grants Received**
 - Paycheck Protection Program (PPP Loan/Grant -COVID-19 relief) - **\$14,100.00**
 - Illinois Department of Commerce & Economic Opportunity LCTB Grant July 2020 – July 2021 - **\$18,031.00**

- **Advertising Efforts**
 - 22,000 Logan County Visitor Guides placed in Downtown Chicago hotel and attractions, Saint Louis hotels and attractions, and the Quad Cities hotels and attractions
 - **Digital Marketing began in March** - *Website Retargeting, Location Targeted Geo-Fencing, Search Engine Optimization, Facebook/Instagram Ads*
 - **Print Ads** – *Looking For Lincoln Visitor Guide, Route Magazine, Route 66 Magazine, Route 66 Scenic Byway of Illinois Visitor Guide*

- **Mill Update**
 - Finishing touches being done on the siding/outside windows
 - Heating/cooling installed
 - Gutters will be installed in the next two weeks
 - Grand Reopening “Backyard Bash” – May 22nd 11am-2pm

Financials attached – Account Balances as of March 31, 2021

Logan County Tourism Bureau
Balance Sheet
As of March 31, 2021

	<u>Mar 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
10002 · State Bank Savings	55,193.84
10004 · LCTB Checking-State Bank	48,060.34
10006 · Lincoln Initiative Checking Acc	1,315.71
10007 · The Mill Museum Checking	7,920.44
Total Checking/Savings	<u>112,490.33</u>
Other Current Assets	342.26
Total Current Assets	<u>112,832.59</u>
Fixed Assets	775.12
TOTAL ASSETS	<u><u>113,607.71</u></u>
LIABILITIES & EQUITY	
Liabilities	3,358.03
Equity	<u>110,249.68</u>
TOTAL LIABILITIES & EQUITY	<u><u>113,607.71</u></u>