

**Minutes of the Macoupin County Tourism Commission  
September 21, 2011**

**Minutes**

PRESENT: Chairman Manar, Nelson Grman, Jodie Padgett, Mickey Robinson, Courtney Wood, and Debbie Zilm

Tourism Commission meeting was called to order by County Board Chairman Manar at 5:30 pm.

Commission member Grman had questions concerning funding in unincorporated areas Macoupin County. Nelson said that is not correct to include just the unincorporated areas. Manar said that we don't have the authority to levy a tax in an incorporated area; because of the authority of the cities to tax.

Commission member Grman asked about the hotel in Mt Olive and the motel at Lake Williamson. Manar said that taxes cannot be levied on Lake Williamson; this question has come up in the past and Manar has discussed with State Attorney Watson and determined that the motel rooms are rented for the functions on their grounds.

Debbie Zilm presented her grant request for 2011 for the Carlinville Christmas Market. Copies were passed out the committee (Copy attached). Zilm stated that the market had received a check for \$2,920.67 on November 9, 2010 which was for the 2009 market. On March 15, 2011 the market received a check for \$5,000 for a portion of the 2010 Market. Zilm when discussed the request for the new grant, and discussed with the commission the expenses she is asking to be reimbursed for. She stated that the Christmas Market has made the decision to go with a new radio station that will had a live feed from the Market on Friday, and that change alone will save \$700.

Zilm said that they have expanded their advertising coverage area by renting 8 or 9 bill boards (which are not part of this grant request). The thinking with this is to cover a larger area that would possibly bring in more people to the Christmas Market. Debbie said that they have expanded the bill boards to Collinsville/Edwardsville, Belleville/Highland, Carlyle, and Mount Olive/White City areas. The billboards are located on major highways as well as along the interstate.

Zilm said the grant request for this year's Market (2011) is \$6,703.65. Debbie explained that they have a new tent company and they are going back to the T tent configuration on the square to benefit the business more. They are going to include four popup tents around the square; housing free local entertainment which they hope will have people going around the square instead of just to the tents.

Royell Communications is providing Wi-Fi so you will be able to access your phones anywhere downtown.

Chairman Manar asked Ms Zilm if she received any State money; Zilm said that they did not get any last year. She explained that you have to have an advertising budget of \$20,000.00 in order to apply for a Marketing Partnership grant; you have to spend \$20,000 before they will give you \$10,000, if you are approved.

The commission looked at the current balance in the fund and they do not have enough money in the fund to give the Market the amount they are requesting.

Chairman Manar said that the previous county clerk had erroneously said the balance in the fund was \$12,000.00 and actually only had \$7,000. When we made the decision last year it was based on a number that wasn't an accurate figure. The only outstanding issue is the grant that was approved last year has not been paid in full.

Ms. Zilm stated that she does not want to put the county in a bad position and that the Market would be extremely happy for whatever the county can do for them.

The current balance in the Tourism Fund is \$6,653.45 and the County still owes the Market \$2,063.00 for the 2010 grant it approved.

Mickey Robinson said that he had some questions after going over last year's information. Mr. Robinson requested that Ms. Zilm get more feedback from her local businesses / Chamber members and push for them to answer survey questions on the market. Zilm also responded by saying that she is planning to have a meeting in January to try to get businesses to come together to see if they are interested in continuing the Christmas Market after this year; she would like to see how important others feel it is to the City of Carlinville. Robinson asked Zilm if the City itself planned to provide a donation and Zilm responded by saying that they approved a donation of \$3,000. Zilm was asked how much it would cost to provide the billboards advertising the market across Central Illinois and she responded with a cost of \$5,000. Courtney Wood also suggested that Zilm look into utilizing the services online of Survey Monkey so that businesses could respond anonymously going forward.

Chairman Manar asked the commission if they wanted to think about it and meet again.

***Mickey Robinson made a motion to pay the balance of the 2010 grant, seconded by Nelson Grman. (49.1) Motion Carried.***

It was decided to meet again in two weeks and to invite the county clerk Pete Duncan to attend.

## MACOUPIN COUNTY TOURISM GRANT APPLICATION

### Applicant Information:

Applicant (Legal name of organization): Carlinville Christmas Market Foundation

Address: 112 North Side Square, P.O. Box 18

City: Carlinville

State: Illinois

Zip Code: 62626

Contact name for organization: Debbie Zilm

Date of Program/Event: December 2-4, 2011

Telephone: 217-854-3552

Fax: 217-854-2094

Event/Attraction Website: CarlinvilleChristmasMarket.com

E-mail: [info@carlinvillechristmasmarket.com](mailto:info@carlinvillechristmasmarket.com)

### Project Information:

Name of event or attraction: Carlinville Christmas Market

Total estimated attendance: 10,500

Total amount requested: \$6,703.65

Print Advertising Amount: \$2,285.40

Radio Advertising Amount: \$4,418.25

Television Advertising Amount: N/A

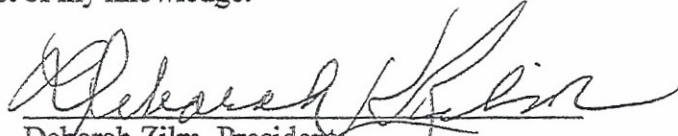
Brochures/Fliers Amount: N/A

Other \$: N/A



**Certification:**

I, the undersigned, hereby certify that the information contained in this application and in all attachments is true and correct to the best of my knowledge.

  
Deborah Zilm, President  
Carlinville Christmas Market Foundation

7/20/11  
Date

### **Additional Information:**

1. Please give a history of your organization/program or event/attraction including the date founded and its mission statement and goals.

The Carlinville Christmas Market will celebrate its 22<sup>nd</sup> anniversary this year, with the festival occurring on the first full weekend of December (December 2-4, 2011). Since 1990, the Carlinville Christmas Market has successfully attracted many thousands of visitors who want to add some *Small Town Holiday Magic* to their holiday celebrations. Now in the sixth year under the Carlinville Christmas Market Foundation, a 501c(3) non-profit organization, the Carlinville Christmas Market is a holiday event filled with arts and crafts under heated tents (nearly 80 exhibit spaces), and food provided by many charitable organizations as fund-raisers for those groups.

### **The Foundation's Vision:**

The Carlinville Christmas Market Foundation is a non-profit corporation that will produce the annual Christmas Market in Carlinville as the premier holiday event in central Illinois. It will further support the economic development endeavors of central Illinois, as well as its charitable activities.

### **The Foundation's Mission:**

The Carlinville Christmas Market Foundation will be a sustainable organization, which will sponsor the annual Christmas Market and all other events and activities which will insure the success of the Market. Further, the Foundation will provide opportunities for volunteer efforts and building social capital, support Macoupin County in economic development endeavors, support the charitable activities in the county and enhance the community.

### **The Foundation's Goals:**

Establish volunteer committees within the community to handle all pertinent aspects of the Market—such as facilities, fundraising, advertising, etc. and to involve as many citizens as possible.

Seek out appropriate activities to promote and sustain the Market throughout the year.

Seek out grants and alternate sources of funding to insure economic sustenance.

Promote Friends of the Market as a vital and on-going contribution to the Market's longevity.

Promote and recognize the importance of on-going corporate sponsorship.

Establish binding relationships with city and county governments as well as Chambers of Commerce throughout Macoupin County and the surrounding areas to promote economic vitality.

The Christmas Market is so much more than a holiday shopping opportunity in heated tents and the local shops and boutiques; it features many different activities and forms of entertainment. So many, in fact, that it is difficult to participate in everything in just one day, thereby encouraging overnight stays. The activities offer something for visitors of all ages and go far beyond the idea of a mere shopping experience. For the children, we offer the Holly Jolly Playhouse, a penny-carnival-type atmosphere for the kids, as well as a magic show. Adults and children alike enjoy a free trolley ride around the town and learn about Carlinville and Macoupin County's history; see the Sears homes district, the Courthouse, the 1869 Jail, Blackburn College and the Historical Society Museum; as well as learn about Historic Route 66 while traveling along a portion of it. Entertainment for the whole family is in abundance in the form of street performers throughout the downtown area; concerts and performances throughout the community; Christmas décor at the Historical Society; house tours, etc.

The historic sites, recreation areas and upcoming events throughout Macoupin County and Central Illinois are promoted to visitors during the weekend by tour guides and other volunteers. In previous years of the Market, volunteers at the Carlinville Community Chamber of Commerce dispensed materials during the event regarding sites and events both locally and around the state, encouraging additional overnight visits throughout the entire year. The Carlinville Christmas Market Foundation will do the same at the 2011 Market, using the Chamber offices to continue to promote events throughout Macoupin County.

This social success translates, of course, into financial success when visitors purchase their arts and crafts in the heated tents, their gifts from the town merchants, their food and lodgings in the area, and even fuel for their vehicles. One of the many goals of the Christmas Market is to not only showcase historic Carlinville and Macoupin County, but to also provide an atmosphere that will keep visitors coming back throughout the year.

The Carlinville Christmas Market Foundation was proud to win a Governor's Hometown Award in 2007 for volunteerism!

2. **Discuss the demographics of your event/attraction's visitors. Discuss the percentage of visitors who visit from outside the county. How have you historically tracked demographic information?**



The Christmas Market started tracking demographics in 2006 under the non-profit foundation. It has been visibly obvious that this family-oriented event attracts people of all ages, from children to the elderly. A survey conducted among vendors and market visitors for the past three years and it shows that approximately 50% of the last two years' attendance came from outside the county and state. The Business and Professional Women's organization also conducts an historic house tour and invites visitors to sign guest books. Those books also show about 50% of the visitors do come from outside the county and state. The Christmas Market Foundation is continually looking for new ways to improve upon its efforts to more closely define the visitor make-up.

3. **Please provide your specific marketing plans for purchasing advertising and promotional materials. Include specific media, ad sizes, frequency of ad placements, costs and targeted markets.**

The top three objectives of the Carlinville Christmas Market Foundation's marketing plan are:

- a. Attract entire families from throughout Illinois and northeastern Missouri to the 22<sup>nd</sup> Annual Christmas Market.
- b. Offer activities and enough entertainment and shopping experiences to warrant overnight stays by visitors.
- c. Showcase the area's permanent shops and attractions, such as the Macoupin County "Million Dollar" Courthouse, the 1869 Jail, the nation's most concentrated collection of Sears Mail-Order Catalog homes (152), the Macoupin County Historical Society Museum, Carlinville's Historic District which is listed on the National Register of Historic Places, the Victorian town square, Beaver Dam State Park, Historic Route 66, and Mt. Olive's Mother Jones Monument in a comprehensive effort to encourage overnight visits throughout the entire year.

This year's plan, similar to last year, calls for advertising to saturate the best target markets, Springfield/Jacksonville, Decatur, Alton, Collinsville, Champaign, Metro East/St. Louis area, Bloomington, and to develop Highland, Carlyle and Belleville, as future markets. Macoupin and Montgomery counties already benefit from a wide level of awareness of the event and countless pro bono opportunities will be supplemented by widespread radio spots. WSMI takes care of Macoupin and Montgomery counties and also the metro east area. The Foundation further plans to utilize radio for market saturation in the Champaign area with two popular stations, 92.5 and 99.1 and the greater Springfield area with Capitol Radio Group's stations, WQQL and WABE. These radio stations were selected due to the demographics and their listeners. The Foundation believes that radio spots throughout the target area for the two weeks leading up to the Market will bring in great results.

Print advertising to supplement the blitz of radio will be selective due to the cost and short shelf life in many cases. The Foundation has carefully selected the following sources for print advertising:

- a. The News Gazette in the Champaign area with an ad in each in the Sunday and Thursday papers preceding the Market.
- b. The State Journal-Register covers the greater Springfield area and penetrates about 50 miles in all directions. A 4 x 4 ad will be placed in the Travel Section of the paper on the Sunday prior to the Market and in the Arts & Entertainment Section of the Thursday paper prior to the Market. Circulation is estimated at 155,000 for Sundays and 122,000 for daily readership.
- c. The Alton Telegraph, which penetrates the Metro East area, will have 2x6 ads placed in the Sunday and Thursday issues prior to the Market.

All marketing efforts will direct readers/listeners to the website, [www.carlinvillechristmasmarket.com](http://www.carlinvillechristmasmarket.com), for more information. The website serves as an excellent tool for advertising and also describing the event. The website also lists visitor services, such as hotels/motels and restaurants in the area, for thousands of potential visitors.

These marketing efforts will be further enhanced by more traditional advertising methods such as Calendar of Events features in newspapers and other publications. Among the publications to include previous Christmas Markets are Midwest Living magazine, Illinois Magazine, Amtrak event brochures, The Illinois Architectural & Historical Review, St. Louis Family Gazette, and the Central Illinois Visitors Guide and Illinois Calendar of Events. Several television and radio stations have included the event on their Community Calendars, and several internet sites also include information about this event.

Thousands of event brochures (rack cards) are distributed each year in tourism information packets and via exchanges with twenty-two Chambers of Commerce throughout the state as well as the Central Illinois Tourism Development Office. News releases have already been distributed to a number of publications. We believe this plan of saturating market areas already identified as viable for travel to Carlinville represents the best opportunity to boost attendance and overnight stays in the area.

A CHART OF THE PROPOSED RADIO AND PRINT ADVERTISING WITH CONTRACTS/PROPOSALS THAT COMPRISE THIS GRANT REQUEST IS ATTACHED.

4. Please describe any other sources of funding for your project such as fundraisers or grants from other entities. List the specific sources of funding and amounts you expect to receive from each.
  - a) Pork chop/burger fundraiser held in June 2011 netted us approximately \$1,000.00.



b) We are putting together a Holidays Tradition Cookbook for sale this fall. We are hoping to net approximately \$8,000, which is the amount netted from our previous cookbook.

c) We have another pork chop/burger fundraiser scheduled in October and hope to make approximately another \$1,000.

d) A grant is being submitted to the Illinois Bureau of Tourism requesting matching funds for other marketing efforts—the Foundation is hopeful of receiving approximately \$10,350 to cover television and billboard production.

5. What was the total budget of the project/event last year, or if a new event, what is the anticipated budget?

THE BUDGET FOR 2011 IS ATTACHED.

6. Has the project/event shown a profit in previous years? If so, please indicate the amount and use of the project.

In 2005, the Christmas Market, when run by the Chamber of Commerce, showed a profit of approximately \$10,000, which money was used for Chamber operations. In 2006, the Foundation's first year of operating the Market, a loss of \$10,000 was incurred, which was attributed to the severe ice storms that year. The 2007 Market lost about \$5,000, once again attributed to bad weather. The 2008 Market achieved a "break even" status and paid off outstanding items. The 2009 Market showed a \$6,000 profit, which was attributed to cookbook sales, a streamlined budget and perfect Christmas Market weather. The 2010 Market showed an additional profit of approximately \$4,000, which we contribute to a large crowd at the Market, revenues from an additional printing of our cookbook, and staying within our budget. Any profit realized is then invested in the next Market.

7. Have you received funding from Macoupin County in prior years? If so, list the year and the amount funded.

In 2006, the Macoupin County Board donated \$500 to the Christmas Market, which was earmarked specifically for local advertising with the county. In 2007, the Market received a \$3,000 hotel/motel tax grant earmarked specifically for advertising to bring people into Macoupin County. In 2008, the Market received a hotel/motel tax grant for \$7,140.52 and in 2009 the Market was approved for \$6,920.67. In 2010, the Market was approved for \$7,073.42, of which \$5,000.00 has been paid.

**Certification:**

I, the undersigned, certify that the information contained in application and all its attachments is true to the best of my knowledge.

Deborah K. Zilm  
Chairman/Representative

Signature

Dated: 7/20/11

A handwritten signature in cursive script, appearing to read "Deborah Zilm", written over a horizontal line.



Item:	2010 Budget	2011 Budget
<b>INCOME:</b>		
Booth Fees	15,300.00	14,500.00
Carriage Rides	300.00	0.00
Cookouts	2,000.00	2,000.00
Corporate Sponsors	15,000.00	15,000.00
Door Intake	6,500.00	6,500.00
Food Percentage	500.00	500.00
Friend Sponsorships	\$3,500.00	3,000.00
Fundraiser Income	10,000.00	7,000.00
Grants	8,000.00	5,000.00
House Tours	400.00	300.00
Miscellaneous	100.00	0.00
Souvenirs	200.00	200.00
Trolley Donations	100.00	100.00
<b>Total Income:</b>	<b>\$61,900.00</b>	<b>\$54,100.00</b>
<b>EXPENSES:</b>		
Advertising:		
Local	1,500.00	1,250.00
Other	17,500.00	15,000.00
Announcer at Market	0.00	200.00
Brochures	\$750.00	
Rack Cards		\$250.00
Flyers		\$130.00
Carriage Rides	\$600.00	\$600.00
Cookout Exp.- Food & Adv.	\$900.00	\$1,000.00
Electrical	\$4,700.00	\$5,450.00
Entertainment	\$2,200.00	\$2,200.00
Exhibitors Expense	\$200.00	\$200.00
Food Vendor Expense	\$600.00	\$600.00
Fundraiser Expense	\$4,125.00	\$4,200.00
Insurance	\$2,000.00	\$2,000.00
Legal & Accounting	\$400.00	\$400.00
Misc. Expense	\$500.00	\$1,000.00
Office Supplies	\$600.00	\$400.00
P.O. Box Rental	\$200.00	\$200.00
Postage	\$300.00	\$350.00
Sani-Systems	\$350.00	\$350.00
Security	\$500.00	\$500.00
Signage	\$500.00	\$300.00
Snowman Costume	\$0.00	\$300.00
Telephone	\$500.00	\$550.00
Tents	\$13,500.00	\$13,500.00
Trolley	\$2,300.00	\$2,300.00
Website	\$750.00	\$750.00
<b>Total Expenses:</b>	<b>\$55,475.00</b>	<b>\$53,980.00</b>
<b>Budgeted Income:</b>	<b>\$61,900.00</b>	<b>\$54,100.00</b>
<b>Budgeted Expenses:</b>	<b>\$55,475.00</b>	<b>\$53,980.00</b>
<b>Net Income:</b>	<b>\$6,425.00</b>	<b>\$120.00</b>



Name of Publication or Radio Station	Designated Market Area (DMA)	Ad Run Dates	Circulation	Ad	Net Rate	Total Cost	Est. Cost Per Inquiry
The New Gazette	Champaign	Sun., Nov. 27 and Thurs., Dec. 1	46,000	2 x 6	\$336.48/11-27 \$330.96/12-1	\$697.44	\$1
State Journal- Register	Greater Springfield, Jacksonville area, surrounding areas	Sun., Nov. 27 and Thurs., Dec. 1	61,982/Sun 53,088/Th.	4 x 4	\$460.96/11-27 \$732.00/12-1	\$1,192.96	\$1
The Telegraph	Alton and surround- ing areas	Sun., Nov. 27 and Thurs., Dec. 1	26,515/Sun 25,642/Th.	2 x 5	11-27 and 12-1	\$395.00	\$1
WSM/MAOX	Central Illinois	11/28 - 12/4		75 30-sec ads		\$880.25	\$1
92.5 THE CHIEF; 99.1 WIXY CLASSIC; 94.5 MIX	Champaign area	11/21 - 12/4		56 30-sec spots on ea. station 168 total		\$1,988.00	\$1
WQQLWABZ	Springfield/Jackson- ville and surround- ing areas	11/28 - 12/3		136 30-sec spots w/ 2 Hrs. of Live Remote		\$1,550.00	
Total Amount:						\$6,703.65	





## Macoupin County Tourism Fund Balance Sheet

STARTING BALANCE AS OF 9/1/2010 \$13,811.90

### EXPENSES

Carlinville Christmas Market 11/09/10 \$ 6,920.67  
Carlinville Christmas Market 3/15/11 \$ 5,000.00

TOTAL EXPENSES \$ 11,920.67

### REVENUE

#### Best Value Inn - Carlin-Villa Motel

Aug-10 <sup>1</sup>	\$ 463.12
Sep-10	\$ 641.37
Oct-10	\$ 375.31
Nov-10	\$ 451.60
Dec-10	\$ 299.45
Jan-11	\$ 249.39
Feb-11	\$ 230.50
Mar-11	\$ 193.65
Apr-11	\$ 385.00
May-11	\$ 272.14
Jun-11	\$ 516.26
Jul-11	\$ 400.21
Aug-11 <sup>2</sup>	\$ -
TOTAL	\$ 4,478.00

#### Sleeping Inn Motel

Aug-10	\$ 42.81
Sep-10	\$ 71.66
Oct-10	\$ 21.18
Nov-10	\$ 26.25
Dec-10	\$ 21.20
Jan/Feb/Mar 11 <sup>3</sup>	\$ 54.97
Apr/May/Jun 11	\$ 45.41
Jul/Aug/Sep 11 <sup>2</sup>	\$ -
TOTAL	\$ 283.48

Total Interest Earned Through Year \$ 0.74

TOTAL REVENUE \$ 4,762.22

END BALANCE AS OF AUGUST 31, 2011 \$6,653.45

1 August Tax was paid in September so receipted in this fiscal year

2 Will be paid by the end of September

3 At request of hotel and per payment form, switched from the monthly to quarterly payment



**Minutes of the Macoupin County Tourism Commission**  
**October 3, 2011**

**Minutes**

PRESENT: Chairman Manar, Mickey Robinson, Courtney Wood, County Clerk Duncan, Debbie Zilm, and Jeanette Baker

ABSENT: Jodie Padgett, Nelson Grman

Chairman Manar called the Tourism Commission to order at 5:30 p.m.

Chairman Manar said that since there is a seven member board with two vacancies, and two members absent from the current meeting, there is not a quorum. Because of this, Manar stated that the commission could make an informal recommendation to the county board.

At the last meeting, an income and expense sheet prepared by County Clerk Duncan showed a current balance of \$6,653.45 in the Tourism Fund. The commission voted to pay the Carlinville Christmas Market the remaining 10% from the previous year amounting to \$2,063.00. Chairman Manar stated that the amount will be paid out once it is approved by the county board; this would leave a balance of \$4,595.45, which is not enough to cover the request made by the Carlinville Christmas Market for 2011. County Clerk Duncan stated that the balance will go up once October's taxes are received.

The Commission raised questions about several motels in the county as to why they were not being taxed. Chairman Manar stated that if a city levies the tax, the city gets the tax, and if the city doesn't levy the tax then the county ordinance applies. A question asked about a specific motel in Mt. Olive, at the corner of Route 66 and Route 138, and why they are not being taxed. Chairman Manar said that the hotel has made the argument that in order for them to be classified as a "motel" under state law, they would have to have a certain percentage of their rooms be used as motel rooms; their argument is that they have a multi-purpose facility where not enough of their rooms are used as motel rooms to meet the minimum required percentage under state law; therefore, they are not subject to the motel tax. Robinson requested that we have the States Attorney look into this specific issue.

The Commission considered the amount of money currently in the fund and the request from Zilm for the Christmas Market, and they recommended donating \$3,000.00; this would leave \$1,500.00 in the fund.

Chairman Manar stated that the donation would go toward the Marketing Partnership Grant for advertising that the Christmas Market was applying for. The grant requires that you spend \$20,000.00 in order to get a match of \$10,000.00. The donation of \$3,000.00 from the county would go toward the local match required to receive the grant if it was awarded.

Robinson said that at the last meeting that Debbie Zilm said the Christmas Market committee will be meeting the first quarter of the new year to meet with local business to discuss the future of the market; he requested that the Tourism commission be advised of the meeting so they can attend if they wish.

Chairman Manar asked Zilm if she could attend the county board meeting on October 11<sup>th</sup> to answer any questions board members may have.

Debbie Zilm stated that on Friday, December 2<sup>nd</sup> there will be the ribbon cutting to open the Christmas market. Amy Meneghetti from WQQL-Springfield will broadcast live from the square during the opening ceremonies.

Chairman Manar stated that he will ask the county board to come up with some additional candidates to serve on the Tourism Commission in order to fill current vacancies.

Meeting adjourned at 5:55 p.m.