

# DESTINATION2023

destinationVISION

The greater Champaign County area will provide energetic and innovative experiences, attracting visitors and potential residents from around the world.

organizationalVISION

Visit Champaign County will be a connected and collaborative leader in promoting the region as an extraordinary destination to visit, work, and live.

organizationalMISSION

We promote a welcoming destination experience for visitors to strengthen economic opportunity and enhance the lives of residents.

### IN THE GREATER CHAMPAIGN COUNTY AREA, TRAVEL AND TOURISM

**SUPPORTS** 

3,270 JOBS

a 2.4% increase over 2018

**GENERATING A TOTAL PAYROLL OF** 

**\$98.1** MILLION

a 7.6% increase over 2018

NON-RESIDENTIAL SPENDING EXCEEDED

\$448.7 MILLION

a 6.2% increase over 2018

**ADDING** 

\$8.2 MILLION

IN LOCAL TAXES TO OUR COMMUNITY

a 7.3% increase over 2018

Representing Champaign, Douglas, Moultrie, and Piatt Counties
\*Data provided by U.S. Travel Association

CHAMPAIGN COUNTY AREA

# RESTAURANT WEEK 2020

January 24-February 1

#ccrestaurantweek

4th Annual Champaign County Area Restaurant Week

Grew to 32 participating restaurants offering special menus for breakfast, lunch, and dinner 44,000 website visits during the promotion

Restaurant Week Takeout Edition coming in 2021!



# NEW ORGANIZATIONAL PRIORITIES

- 1) Compassion for people
- 2) Support for hospitality industry
- 3) Organizational survival
- 4) Readiness to welcome visitors when time is right

## COVID-19 RESPONSE & RECOVERY



#### **HOSPITALITY RELIEF FUND**

Over \$12,000 provided financial assistance to 42 displaced employees at each of our current Hotel Partners.



#### CHAMPAIGN COUNTY SAFE

Created ChampaignCountySafe.org, with business resources and the Champaign County Safe Pledge alongside graphics, posters, and videos.



#### **COMMUNITY RESOURCES**

Maintained a comprehensive list of updates of area businesses and events to educate the community.



#### **BUSINESS ENGAGEMENT**

Daily communication with hotels, attractions, and local businesses to communicate grant opportunities, share webinars, and support their needs.





# IHSA BOYS STATE BASKETBALL TOURNAMENT RETURNS

Collaborative effort with Visit Champaign County,
University of Illinois Division of Intercollegiate Athletics,
and the local community



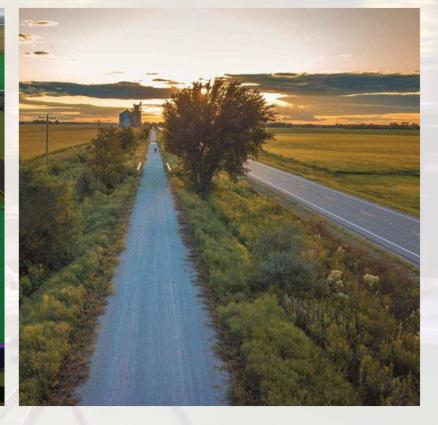
# AJGA JUNIOR ALL-STAR TOURNAMENT

August 3–6, 2020 Urbana Country Club 78-players, ages 12–15

Economic Impact: \$217,000

## **DESTINATION DEVELOPMENT**





**THE YARDS** 

RANTOUL FAMILY SPORTS COMPLEX

KICKAPOO RAIL TRAIL





## visit champaign county