

An aerial photograph of Champaign, Illinois, showing a mix of historic brick buildings, modern structures, and green spaces. A large, white, script-style text overlay reads "Outside of Ordinary".

Outside of  
Ordinary

visit **champaign** county  
[visitchampaigncounty.org](http://visitchampaigncounty.org) #outsideofordinary



# DESTINATION2023

## *destination*VISION

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

## *organizational*VISION

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

## *organizational*MISSION

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

visit **champaign** county

visitchampaigncounty.org :: #outsideofordinary



# 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*

visit **champaign** county

[visitchampaigncounty.org](http://visitchampaigncounty.org) :: #outsideofordinary



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!

visit **champaign** county

[visitchampaigncounty.org](http://visitchampaigncounty.org) :: #outsideofordinary



# 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.

visit **champaign** county

visitchampaigncounty.org :: #outsideofordinary







A graphic for the IHSA Boys State Basketball Tournament. It features a dark background with a basketball player in the background. The text is arranged in a vertical stack. At the top, 'LEGENDS' is in large white letters and 'PLAY HERE' is in orange. Below that, 'IHSA BOYS STATE BASKETBALL TOURNAMENT' is in white. Then, 'STATE FARM CENTER | UNIVERSITY OF ILLINOIS' and 'MARCH 11-13, 2021' are in white on an orange background. At the bottom, 'TICKETS AVAILABLE AT THE STATE FARM CENTER.' is in white, followed by the IHSA logo and 'LEGENDSPLAYHERE.COM' in white.

**LEGENDS  
PLAY HERE**

**IHSA BOYS STATE BASKETBALL TOURNAMENT**

**STATE FARM CENTER | UNIVERSITY OF ILLINOIS**  
**MARCH 11-13, 2021**

**TICKETS AVAILABLE AT THE STATE FARM CENTER.**

**IHSA**

**LEGENDSPLAYHERE.COM**

# IHSA BOYS STATE BASKETBALL TOURNAMENT RETURNS

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

visit **champaign** county

visitchampaigncounty.org :: #outsideofordinary





## AJGA JUNIOR ALL-STAR TOURNAMENT

August 3–6, 2020

Urbana Country Club

78-players, ages 12–15

Economic Impact: \$217,000

visit **champaign** county

[visitchampaigncounty.org](https://visitchampaigncounty.org) :: #outsideofordinary



# DESTINATION **DEVELOPMENT**



**THE YARDS**



**RANTOUL FAMILY  
SPORTS COMPLEX**



**KICKAPOO  
RAIL TRAIL**









visit **champaign** county

[visitchampaigncounty.org](http://visitchampaigncounty.org) :: #outsideofordinary