



Thomas P. McNamara, Mayor

MEMORANDUM

TO: City Council
Planning and Development Committee

FROM: Todd Cagnoni, City Administrator

RE: Amendment to Rockford Area Convention and Visitors Bureau (DBA GoRockford)
Contract for Service Agreement and Lease

DATE: August 6, 2026

For your consideration is the proposed amendment to the Funding Agreement with the Rockford Area Convention & Visitors Bureau (GoRockford) extending the term of the agreement from an expiration of 2028 to an expiration of 2034 and the continued lease of 102 N Main Street. This is an extension of six (6) years from the existing agreement and lease.

The existing Funding Agreement sets a fee for service equal to seventy percent (70%) of the 5% Municipal Hotel Operators Occupation Tax (HMT) collected and received by the City pursuant to the Act and the Ordinance, less the pro-rata costs of the administration and auditing costs attributed to the HMT and not including the HMT collected from Hilton Embassy Suites, in accordance with the terms set forth in development agreement with Gorman . The amendment increases the fee for service equal to seventy-five percent (75%) of the 5% Municipal Hotel Operators Occupation Tax (HMT) for additional services related to operations at Davis Park. This remains a reduction from previous agreements that were set up to 80% or 100% of HMT while adding additional operations at Davis Park.

In consideration of the increase in fee, GoRockford agrees to take on management of certain components of Davis Park pursuant to the draft Davis Park MOU on Operations between RAVE/Legends Global and GoRockford (dated February 2026). GoRockford will deliver regular activation, community programming, marketing, and operational coordination at Davis Park.

In conjunction with the funding agreement the continued lease of 102 N Main Street to GoRockford is also being extended through 2034 and aligns with the funding agreement. Base Rent and terms remain at \$11.00 per square foot for a monthly amount of \$7,115.24, allowing Base Rent to go towards a Capital Planning & Development Fund of the Lessee, or its successor Fund, for use towards capital improvement projects or city development/planning projects located within the City of Rockford, Illinois that would benefit and be conducive to growing tourism.



GoRockford, through the Planning and Development Committee, will continue to report on a quarterly basis. Reports will include information concerning its progress and activities within the scope of services specifically related to the City and Davis Park. Staff supports the amendments.