



Memorandum

To: Alderman Janessa Wilkins, Chairman, Planning & Development Committee
Alderman Tim Durkee, Vice-Chairman, Planning and Development Committee
Alderman Gabrielle Torina
Alderman Karen Hoffman
Alderman Jaimie Salgado

Cc: Mayor Thomas P. McNamara
City Council

From: Todd Cagnoni, City Administrator

RE: Supplemental Marketing Services Agreement between the Rockford Area and Convention Visitors Bureau (GoRockford) and City of Rockford for \$100,000 annually for two years (2026 & 2027).

Date: January 7, 2025

Please find the proposed Supplemental Marketing Services Agreement between the Rockford Area and Convention Visitors Bureau (GoRockford) and City of Rockford for \$100,000 annually for two years (2026 & 2027).

The proposal is a public-private partnership led by GoRockford that markets Rockford as a desirable place for visitors, workers, families - to live, visit and relocate. Through this effort, the City's investment has been leveraged and made for Rockford has secured \$1.4 million in multi-year support, including:

Woodward Charitable Trust \$150,000 annually 2024, 2025, and 2026
UW Health \$50,000 annually 2025 and 2026
Mercyhealth \$50,000 annually 2025 and 2026
OSF Saint Anthony \$125,000 total 2025-2027
State of Illinois \$500,000 grant 2024-2026
Greater Rockford Chamber of Commerce \$60,000 annually 2025 and 2026

Attached is detailed summary of the campaign with identified strategies and outcomes.

Staff recommends approval of the Agreement between the Rockford Area and Convention Visitors Bureau (GoRockford) and City of Rockford for \$100,000 annually for two years (2026 & 2027).