

2023 ANNUAL REPORT

BLOOMINGTON-NORMAL AREA CONVENTION & VISITORS BUREAU



Explore a little more!

The Bloomington-Normal Area Convention and Visitors Bureau stimulates the local economy by collaborating with the City of Bloomington, the Town of Normal, the Illinois Office of Tourism and our many community partners. We invite you to explore a little more on how the Bloomington-Normal Area Convention and Visitors Bureau economically impacts our community.

Crystal Howard

CRYSTAL HOWARD, PRESIDENT,
BLOOMINGTON-NORMAL AREA
CONVENTION & VISITORS
BUREAU



2023 BNACVB BOARD OF DIRECTORS

SCOTT BLACK Chair, City of Bloomington
Appointee

JUSTIN BOYD City of Bloomington Appointee

ANDY BYARS Town of Normal Appointee

TOM CRUMPLER City of Bloomington Appointee

CRYSTAL HOWARD President/CEO BNACVB

MELISSA LIBERT Town of Normal Appointee

CHERYL MAGNUSON City of Bloomington
Appointee

TARI RENNER City of Bloomington Appointee

MIGIDI TEMBO Town of Normal Appointee

BETH WHISMAN Secretary, Town of Normal
Appointee

GROWING BN'S VISITOR ECONOMY

Our Purpose: VisitBN enhances the region's quality of life by facilitating the growth of the area's visitor economy.

MARKETS

VisitBN markets events, conventions, meetings, concerts, and festivals to visitors



VISIT

Visitors visit Bloomington-Normal



SPEND

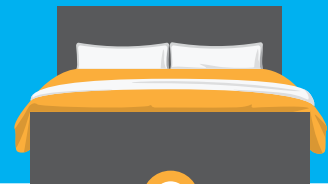
Visitors spend money



A portion of this spending goes to taxes

TAXES

Taxes go to City of Bloomington and Town of Normal



HOTEL TAX

Portion of hotel taxes goes back to VisitBN

This funding starts the process over again

BN VISITOR ECONOMY GROWS

34,791 HOTEL ROOM NIGHTS BOOKED BY VISITBN

19.9K ROOMS BOOKED FOR MEETINGS & EVENTS

14.9K ROOMS BOOKED FOR SPORTS EVENTS

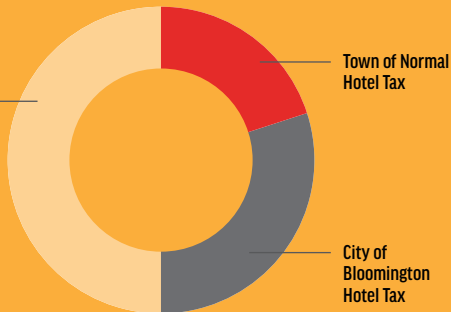
\$545,000 HOTEL TAX DOLLARS FROM BLOOMINGTON & NORMAL

\$7,459,538 ECONOMIC IMPACT FROM VISITORS

FOR EVERY \$1 OF HOTEL TAX RECEIVED **\$13.69** WAS RETURNED TO THE LOCAL ECONOMY.

2023 FUNDING

Illinois Office of Tourism
Local Tourism Convention Bureau Grant

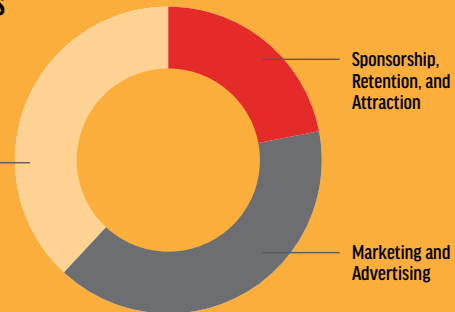


2023 EXPENSES

Operating

Sponsorship, Retention, and Attraction

Marketing and Advertising



WE REACHED OUR GOALS IN 2023!

Our Mission: Developing, choreographing, and promoting our community as a diverse, innovative, and welcoming destination, VisitBN leads the growth of the region's visitor economy, enhancing economic vitality and quality of place.



GOAL: ENHANCE THE DESTINATION EXPERIENCE.



Installed Route 66 monuments in five communities within McLean County

Added electric vehicle charging station at Miller Park in Bloomington



GOAL: ENHANCE COMMUNITY OUTREACH AND COLLABORATION.

Hosted Route 66 Red Carpet Corridor Festival with neighboring communities



GOAL: ADVOCATE FOR ENHANCED DESTINATION CONNECTIVITY.



New VisitBN video

Produced comprehensive visitor guide and refreshed visitbn.org

WE'RE LOOKING FORWARD TO 2024!

GOAL: MAKE VISITBN THE BEST DMO POSSIBLE

2024: CONTINUE TO ANALYZE OPPORTUNITIES TO INCREASE AND DIVERSIFY VISITBN RESOURCES.

GOAL: ENHANCE THE DESTINATION EXPERIENCE

2024: CONTINUE TO SUPPORT AND MARKET EVENTS THAT ATTRACT VISITORS TO THE REGION.

GOAL: ENHANCE COMMUNITY OUTREACH & COLLABORATION

2024: CONTINUE TO REFINE THE VISITBN STORY.

GOAL: ADVOCATE FOR ENHANCED DESTINATION CONNECTIVITY

2024: CELEBRATE THE UPCOMING ROUTE 66 CENTENNIAL.

AMPLIFYING VISIBILITY

Our objectives are to connect with visitors, foster awareness, drive website traffic, spark conversations, and gather valuable data to understand and target the diverse interests of our audience. In 2023, VisitBN amplified its visibility through meticulous marketing, advertising, and social media strategies. By leveraging these platforms, we optimized our presence, elevating brand recognition.

Print Advertising: *Enjoy Illinois Magazine, the Pantagraph, the Decatur Herald, Destinations Magazine, Route Magazine, Illinois Route 66 Magazine, Courier Digital Magazine, Midwest Meetings, AAA Magazine, Sports Destination Magazine*



2.7K
FOLLOWERS



8.4K
FOLLOWERS



4.5K
WEEKLY
E-MAIL
SUBSCRIBERS



564K
VISITOR INQUIRIES

65K
TOTAL GOOGLE CLICKS



2.2M TOTAL GOOGLE IMPRESSIONS
995K IMPRESSIONS ACROSS SOCIAL MEDIA ADVERTISING PLATFORMS

HIGHLIGHTING BN AS *THE* DESTINATION

Our Vision: The Bloomington-Normal area will be a vibrant and compelling community, gathering arts, culture, learning, innovation, and recreation, and offering a unique and diverse collection of experiences where everyone belongs.

MEETINGS & EVENTS

Position our hotels and event venues as premier choices for gatherings of all scales.

67.6K ATTENDED MEETINGS & EVENTS IN BN



SPORTS

Promote sports venues and hotels and provide top-notch hospitality to sports organizers.

122.9K CAME TO BN FOR SPORTS

PARTNERSHIPS

77K
VISITORS

Facilitate funding to partners to attract visitors and enhance tourist events.

Partners = nonprofits, municipalities, and local promotion groups



SPONSORSHIPS

120K
VISITORS

Sponsorships are awarded to attract visitors and encourage groups to host events, concerts, meetings, and festivals in our community.

Sponsorships aim to generate vibrant experiences that might not have occurred otherwise, contributing to the cultural and economic enrichment of the Bloomington-Normal area.



BLOOMINGTON-NORMAL AREA SPORTS COMMISSION

The Sports Commission is a division of the Bloomington-Normal Area Convention and Visitors Bureau. Its mission is to promote the area as a world-class sporting event destination. The Sports Commission solicits and supports sports activities and events, which stimulate our local economy, enhance the area's image, provide outstanding entertainment and participatory opportunities, and contribute to our community's quality of life.

2023 SPORTS COMMISSION SPONSORSHIPS & EVENTS INCLUDE:

Illinois High School Shrine Game
 Illinois Top Times Track Meet
 Illinois Elementary School Association
 State Farm Holiday Classic
 State Farm Youth Classic
 United Hoops Network
 66 Games

2023 SPONSORSHIPS INCLUDED:

Art Walk
 The Baby Fold's Festival of Trees
 Bloomington Gold
 Champagne British Car Festival
 Cogs and Corsets
 Corn Crib Concerts
 Cruisin' with Lincoln on 66 Visitor Center

Evergreen Cemetery Walk
 Front Street Music Festival
 Glorious Garden Festival
 Illinois Cluster of Dog Show
 Illinois High School Association State Finals
 Kite Fest
 Midwest Ag Expo

Miss Illinois Pageant
 Prairie Pride Coalition, Inc.
 Red Carpet Corridor Festival
 Route 9 Rumble
 Saturdays on the Square
 Special Olympics
 Sugar Creek Arts Festival
 Tailgate N' Tallboys



**BLOOMINGTON-NORMAL AREA
CONVENTION & VISITORS BUREAU**

101 South Madison Street
Bloomington, Illinois 61701
VisitBN.org / 309.665.0033

