

Franklin County Board Report
Rend Lake Area Tourism Council RLATC
July 18, 2022

As the Host Organization, Rend Lake Area Tourism Council (RLATC) would like to thank you for your Sponsorship of the S3DA National Archery Competition held at Rend Lake on June 16-19, 2022.

For this event RLATC put together 350 Welcome Bags! We appreciate the coupons and goodies you contributed to this project. Thank you for your generous contributions!

This event was an overwhelming success! As a result, the S3DA organization has decided to return to Rend Lake for 2023 and 2024! The economic impact on our local area for this year was considerable and will be for years to come. It is estimated that **over 4000 people from 20 states attended this event** and were in our local businesses and communities. As these visitors return to their home states, they will share their experiences at beautiful Rend Lake, its recreational facilities, and welcoming communities and businesses.

RLATC would like to thank the Rend Lake US Army Corps of Engineers for their vision and work in building the North Marcum Archery Complex. It has proven to be a perfect addition to our tourism infrastructure and will attract archery enthusiasts, hunters, and events to make Rend Lake a national archery destination.

Again, thank you for your Sponsorship, and we look forward to your continued support as we prepare for the 2023 S3DA National Archery Competition. RLATC was fortunate to have the support and cooperation of many wonderful sponsors, partners, and organizations.

Increased Recognition for Rend Lake

In addition to the Archery shooters and guests who actually attend this event, S3DA has 34 national sponsors for across the US. When S3DA works with Rend Lake, some sponsors come to the S3DA event and see Rend Lake and all S3DA sponsors see the Rend Lake name which increases our recognition across the US.

After Event Data and Feedback

Traffic Counter on road at North Marcum

- Rend Lake Corps estimates 6,884 people at the S3DA. The traffic counter count was 5,203 for the 4 days. (multipliers were used to not count workers)
- We think this is an underestimation because some visitors were here a day or two before and after the event.

Parking Cars during the Event

- Rend Lake College Archery Team
- Total = \$4750
- RL College Archery = \$2375
- S3DA ½ = \$2375
- We believe this is an underestimation. Several times cars were observed driving in and not paying. S3DA car parking policy was to be followed but that policy was not clear.

Corp Campgrounds

- Sites used by S3DA = 39

Wayne Fitzgerrell State Park

- Campground Attendant reported S3DA guests stayed at this campground but she did not keep / record numbers.

RLATC Hospitality Booth at 4 Day Event

- When asked, guests reported that they stayed at Mt Vernon, Benton, West Frankfort, Whittington Woods, and Marion.
- Reports indicate that all local hotels in Franklin County were full during the 4 days of the event.

MT Vernon Hotels

- Holliday Inn Express 67 rooms
- DoubleTree = Power outage forced Doubletree to redirect guests to hotels in Marion, etc
- These two hotels have agreed to be 2023 Sponsors and to work with us.
- Hampton Inn = did not collect guest information

Franklin County Hotels were full (all reports- too soon for bed tax report for June)

S3DA -RLATC Contract 2020-2022 (3 years)

2023 Tentative Date June 15-18, 2023 Thurs-Sun (Same week in June as this year)

- 1st year of 3 yr contract
- 3rd yr of 3 yr contract (cancelled because of COVID)
- Negotiate new contract, revise old contract?
- Contract Items = \$24,446.00
- The financial amount S3DA listed is an extreme under evaluation of the actual local cost.
- Additional tasks and items were not listed in contract but required to accomplish our Contractual commitment.

Budget Totals to Date (Will change as invoices come in)

- RLATC Cash Funds = \$19,905.75
- RLATC Inkind = \$10,670.00 (Extremely low estimate)
- Corps pd = \$8,136.00
- Total 38,711.75
- These financial totals do not include labor which would probably double the inkind

Special Thanks to the following. All provided their resources and labor as needed to make this event a success

Host Venue

- US Army Corps at Rend Lake (Their vision, work and cooperation with RLATC made this possible.)

Host Cities

- Benton \$3,500 (1000 Benton + 2,500 Benton West City Area Chamber)
- Mt Vernon \$3,500 (3,500 Mt Vernon Convention and Visitors Bureau)
- Sesser \$3,000 (1000 Sesser + 1000 Sesser Area Chamber+ 1000 Homecoming Committee)

Gold Sponsors (Major Partners)

- RL Corps – North Marcum Archery Complex - Host Venue
- Wayne Fitzgerald State Park
- Rend Lake Conservancy District
- Rend Lake College
- Rend Lake College, Archery

Franklin County Board for supporting Rend Lake Area Tourism Council (RLATC)

		Sponsor	Funds			
1	Silver	Franklin Hospital	\$ 1,500.00	INV 2020	Pd 2020	
2	Bronze	US Banks	\$ 500.00	INV 2020	Pd 2020	
3	Bronze	Franklin/Hamilton/Jefferson Farm Bureau	\$ 750.00	invoiced	PD 2022	
4	Silver	Black Diamond - Funds & Inkind				
5	Bronze	McDonald	\$ 500.00	invoiced	pd May 2022	
6	Bronze	La Fiesta Benton	\$ 500.00	invoiced	pd June 2022	
6	Host City / B	Host City / Benton City	\$ 1,000.00	invoiced	Pd Apr 14, 2022	
7	Host City / B	Benton/WC Area Chamber	\$ 2,500.00	invoiced	Pd March 2022	
8	Host City / S	Host City / Sesser City	\$ 1,000.00	invoiced	Pd May 1	
9	Host City / S	Host City / Sesser Homecoming	\$ 1,000.00	invoiced	Pd March 2022	
10	Host City / S	Host City / Sesser Chamber of Commerce	\$ 1,000.00	Invoiced	Pd Jan 2022	
11	Host City /MtV	Mt Vernon CVB	\$ 3,500.00	Invoiced	Pd May 1	
12	Host Venue	Rend Lake Corps Project Office				The RL Corps Built the facility Additionally the RL Corps took \$8,000 of RLATC's Contractual event responsibilities.
13	Host Organization	RLATC	\$ 7,500.00	Invoiced	Pd April 2022	2020 Commitment (10% of budget) 5,800 2021 Commitment (10% of budget) 5,851 2022 Commitment (10% of budget) 7,500
Totals		Total Collected	\$ 21,250.00			
		Vendors	Funds	Invoiced	PD	
1		Hookers Food Truck / Dave Womble				Did not follow through / no show
2		April's Tropical Sno / April & Don Gass	\$ 100.00		PD	Badodon Enterprises DBA Mary's Coin Laundry April's Tropical Sno ck 1-17-22 / # 3297
3		M & M Concessions Food Stand / Rick Motsinger	\$ 100.00		PD	Rick Motsinger ck 4-21-21 / #14576
4		Uncle Joes BBQ / Joseph Wilkerson		?		
5		Three Southern Peaches / Holly & Richard Lynn		?		
6		Old Time Funnel Cakes / Melvin & Philo Snyder	\$ 100.00		PD	Melvin Snyder ck 3-9-22 / # 9228
Totals		Total Collected	\$ 300.00			

S3DA 2022 Event Inkind Report to Date (07-14-2022)

All Inkind Sponsorships were provided before or during the Event / Watchfire was not working

All Inkind RLATC was promotional TV, banners, print, website, spcial medial (name, logo mentions, etc)

Line Listed	Necessary /Not Listed	Sponsor	Inkind		Estimated Value	Unsure Value	Total
1		Hampton - Sponsor pd Inkind	2 X 3 nights (1staff no show, lost 3 nights) (6 total)		\$1,260.00		
1		Doubletree - Sponsor pd Inkind	1 X 4 nights + 1 X 5 nights X \$160 (9 total)		\$1,440.00		
1		Holiday Innn Express - Sponsor pd Inkind	1 X 4 nights + 1 X 5 nights X 160 (9 total)		\$1,440.00		
3		Republic - Sponsor Inkind	\$300 - 50 disposable trash recepticals		300.00		
5		Pepsi - Sponsor Inkind	3 pallets water		1,800.00		
5		Ben's Lawn Service Benton pd inkind	to haul Marion to Archery		400.00		
9		RLCD- Sponsor Inkind	night security		900.00		
10		Sesser Fire Department	ems needs				
11		Corps / RLCD/ Wayne F / RLATC RLCollege	Labor				
12		Benton Fire Department pd inkind	Tables & Cahirs w/ Deleiver & Pick up		200.00		
14		Wayne F - Shuttle			450.00		
15		RLCD- Sponsor pd Inkind	Golf carts or ATVs		480.00		
	x	RL College Archery Donnie Millenbine	Parking Card				
	X	Rick & Barb Linton not pd inkind	PA system \$200 set up run \$300		500.00		
	x	RLCollege pd in lind	Stage use / deliver & Pick up				
	x	Wayne Fitzgerald pd in lind	Shuttle and Tractor(125 per day		500.00		
	x	Franklin County EMS pd inkind	Moble Unit / Internet	guess	1,000.00		
	x	Local 702 & Neca Contrctors / could not do	Watchfire Board	guess			
		Total			\$10,670.00		

	S3DA Event Contractual Agreement	X = firm / = started 0 = not started	S3DA Estimated Cost	2022 Funds	2022 Inkind Estimate	2022 Corps	2022 Actual Total Category	2023 Estimate Total Category	Notes / Details
1	Hotel Accommodations (90 rooms)	x							
	1 Hotel Totals	x	\$ 9,450.00	\$ 5,414.04	\$ 4,140.00		\$ 9,554.04		
2	Portable restrooms on site	x							
	2 Portable restrooms on site	x	\$ 1,591.00			\$ 4,900.00	\$ 4,900.00		Actual = Pd by Corps as 1 time only
3	Janitorial Supplies	x							
	3 Janitorial Supplies	x	\$ 110.00		\$ 300.00	\$ 1,400.00	\$ 1,700.00		Actual = 300 inkind +1,400 corps = 1700
4	Ice (4 days)	x							
	4 Ice Totals	x	\$ 150.00	\$ 967.16			\$ 967.16		Actual = 170 (20-22 lb) bags of ice
5	Water (4 days)	x							
	5 Water	x	\$ 520.00	\$ 108.27	\$ 2,200.00		\$ 2,308.27		
	5 Water Troughs	x	\$ -	\$ 541.59			\$ 541.59		Actual 11 Water Troughs
6	Signs for Hotels -print cost	0							
	6 Signs for Hotels Totals	0	\$ 315.00				\$ -		
7	Lunch for Volunteers	0							
	7 Lunch for Voluteers Totals	0	\$ 100.00				\$ -		
8	Meals for Staff from Vendors	x							
	8 Meals for Staff from Vendors	x	\$ 500.00	\$ 780.00			\$ 780.00		Actual funds 230+ 410,+ 90 + 50 = \$780
9	Security	x							
	9 Security Totals	x	\$ 900.00		\$ 900.00		\$ 900.00		Actual inkind form RLCD
10	EMS	x							
	10 EMS Totals	x	\$ 1,680.00	\$ 1,000.00			\$ 1,000.00		
11	Labor	x							RLCD, RL College & Archery, Corps, Wayne F, IL S3DA, RLATC
	11 Labor	x	\$ 1,400.00						Actual = A lot! More than we can calculate.
12	Tables / Chairs (4 days)	x							
	12 Tables & Chairs	x	\$ 600.00	\$ 288.00	\$ 200.00		\$ 488.00		Actual = funds 288 + inkind 200 = 488
13	Tents	x							
	13 Tents (large 40' x 60' & med 18' X 40')	x	\$ 1,200.00			\$ 1,836.00	\$ 1,836.00		Actual = pd by Corps as 1 time only
14	2-ATV's	x							
	14 2-ATV's	x	\$ 450.00		\$ 450.00		\$ 450.00		Actual - 4 carts +1 shuttle for 3 carts+2 ATVs
15	3 Golf Carts	x							
	15 3 Golf Carts Totals	x	\$ 480.00		\$ 480.00		\$ 480.00		see line 14
16	S3DA Sponsorships in local business discounts	x							Note -
	additional sponsor items to total with labor 500	x			need info				Custard Stand, Homecing Sandwiches, Rices, Kelley

	S3DA Event Contractual Agreement	X = firm / = started 0 = not started	S3DA Estimated Cost	2022 Funds	2022 Inkind Estimate	2022 Corps	2022 Actual Total Category	2023 Estimate Total Category	Notes / Details
	16 S3DA Sponsorships in local business discounts	x	\$ 5,000.00	\$ 4,228.17			\$ 4,228.17		Total = 828 (500 Bags) + 3188 (400 Camo Hats) + 212.17 (500 Stickers) = \$4228.17
	RLATC Necessary but not listed in Contract								
A	Parking cars	x							
	RL College Sponsor + S3DA to split fees	x							Total 4750 RL College Archery 1/2 = \$2375
B	PA System	x							
	Rick and Barb Linton not paid	x			\$ 500.00		\$ 500.00		200 equipment use + 300 set up and manage
C	Stage	x							
	Rend Lake College	x							
D	2 Shuttles & Tractor	x			\$ 500.00		\$ 500.00		see line 14 ATVs
	Wayen Fotzgerrell - Sponsor pd with Inkind	x							
E	Franklin County EMS Trailer with Internet Capabilities	x				x			we can use unless federal disaster / Ryan can substitute other equipment
	County EMS Disaster trailer internet - Provider free or in kind	x			\$ 1,000.00		\$ 1,000.00		
F	Watch Fire Message Board to promot Sponsors	0				x			Note - in repair, not used
	IBEW 702 Sponsor pd Inkind	x			\$ -		\$ -		(16 ft wide X 8 ft tall) use Thurs, Sat and Sun
G	Miscelaneus / Unplanned / Last Minute	x							
H	Hospitality Media and Signage see also line 16 also	x							
	Hispitality (Tents, name tags)	x		\$ 471.35			\$ 471.35		
	Name Tags	x		\$ 49.25			\$ 49.25		
	Media (facebook, vidography, edits, tv runs)Total	x		\$ 3,774.74			\$ 3,774.74		
	Signage (welcome, sponsors, direction etc)	x		\$ 2,283.18			\$ 2,283.18		
	Hospitality, 350 Welcome Bag, Media & Siagnage Total \$6,578.52 / see line 16	x							
	Totals to Date / will increase		\$ 24,446.00	\$ 19,905.75	\$ 10,670.00	\$ 8,136.00	\$ 38,711.75		Not all invoices are in
		X = firm / = started 0 = not started	S3DA Estimated Cost	2022 Funds	2022 Inkind Estimate	2022 Corps	2022 Actual Total Category	2023 Estimate Total Category	Notes / Details