

**RLATC Quarterly Report to Franklin County Board
April 17, 2023**

RLATC 2023 (Jan-Mar) Budget Categories and Line Items

Administrative Lines 2-7

Thank you for the office space! RLATC now has a phone (618) 435- 4000 and Internet. An office is one of the prerequisites for becoming an Illinois (Office of Tourism) Convention and Visitors Bureau.

Local Non Profit Events Lines 10-11

Line 10 TV & Electronic Media & Local Video Production

Benton Water Festival (May 3-6 Wed-Sat)

Christopher Homecoming (June 1-4 Thurs-Sun)

Sesser Rend Lake Days (June 15-18 (Wed-Sat)

Wine and Art Festival (Sept 3—Oct 1) currently planning with RLCD/ Golf Complex (in addition to the Hotel Category)

Line 11 Print Publication Rend Lake Adventure (4 editions May-Nov)

Coop with Rend Lake COE / RLATC / Benton Paper

RLATC purchase the full back page to highlight local events and attractions.

Rend Lake General Category Lines 14-33

Line 17 Rend Lake Visitor Guide TIC and local distribution. We only have 8 cases of 2023 visitor guides left. Left over 2022 Visitor Guides will be shipped to the TICs as they request more.

Line 18 Radio ESPN – Chauncey has started the Rend Lake Spots on his radio show.

Line 22 Video Production/ Content (video, photos, edits, voice over for TV/E-Media,

Commercials/Presentations) \$6000 (may also need Line 33 Not allocated \$3131.21) We are working on a set of videos to cover all activities at the Rend Lake to be used on social media, RLATC website, etc.

Line 31 Made in Southern Illinois Show at Pavilion Marion July 22-23 Sat & Sun. Lowanda Johnston will be the lead volunteer for this show.

Line 32 Southern Illinois Hunting & Fishing Show at John A Logan College (Dates not announced)

S3DA Archery Event Category (Contract signed for 2023-2024) Lines 36-38

Lines 36-38 Financial and Progress Reports (2023 Budget, Sponsors, Value-In-Kind). We have over

\$40,000 in funds and value in kind (VIK) for this event June 15-18, 2023

Rend Lake Golf Complex Category (Seasons + Buck & Bass) 20% of 31,217.32 adjusted contributions

$31,217.32 = 6,243.46 + \text{brought forward } 785.00 = 7,028.46$ **Lines 41-44**

Line 41 Visitor Guide full page ad \$875 **Completed**

Line 42 Golf Show expanded media package Total \$1,275 **Completed** (Show booth expenses paid in General Category \$1,175 + electric + misc)

Line 43a. Reload 3 Banners 41" X 71" for golf show Total \$275.94 **Completed**

Line 43b. Three Highway Billboard Vinyls 10' X 15' Total \$1,028.28 **Completed**

Line 44 WSIL tv 3 promotional Total about \$5,500 **Not Started**

SureStay (formerly Lake Cove) Category 20% of 21,788.87 adjusted contributions = 4,357.77 Lines 47-48

Line 47 Visitor Guide full page ad \$875 **Completed**

Line 48 Billboard rental **Not Started**

Rend Lake Cabins in the Woods Category 20% of 18,447.97 adjusted contributions = 3,689.60 Lines 51-52

Line 51 Visitor Guide full page ad \$875 **Completed**

Line 52 TV and Media and signage Rick has been working with Jesse for new local signage for the Rend Lake Cabins in the Woods. Total about \$3,000 **In Progress**

See the attached list of Franklin County Hotels that pay into the bed tax. Please note that not all hotels pay into this tax. Rend Lake Golf Complex, SureStay, and Rend Lake Cabins in the Woods are Qualifying Hotels. They each collect \$10,000 or more per year in bed tax for the County and cooperate with RLATC. You can't improve what you don't measure.

Excellence In Partnership Award

In 2021 and also 2022 the Rend Lake Corps nominated Rend Lake Area Tourism for the USACE annual Excellence in Partnerships award. RLATC was the recipient of this award in the Regional Division for 2021 and now 2022. Thank you to the corps for the partnership we have with them and for nominating us for this award.

Trees on IL 154 Over Rend Lake

Nine years ago RLATC considered the trees growing next to IL 154 a tourism issue and asked that they be removed. The trees were removed but now they are growing back. We are again asking that the trees be removed.

	Bed Tax & Other	Franklin County Fund 26 Actual Contributions Yearly Totals <i>Adjusted</i> (subtracted non tax deposits and resort /added late payments due in yr												Received		
		July 2014 June 2015	July 2015 June 2016	July 2016 June 2017	July 2017 June 2018	July 2018 June 2019	July 2019 June 2020	July 2020 June 2021	July 2021 June 2022	July 2022 June 2023	July 2023 June 2024	July 2024 June 2025	July 2025 June 2026	Total		
Hotels																
1	*Benton Inn	563.32	801.30	1,211.77	774.73	881.01	910.00	747.39	1,469.76					7,359.28		
2	Cabin In Woods	1,136.00	1,190.31	3,659.31	6,146.40	8,278.45	10,716.88	18,447.97	22,020.19					71,595.51		
3	Licata Lake House***	Not Open	Not Open	Not Open	Not Open	Not Open	Not Open	Not Open	292.32					292.32		
4	* Coy & Wilma's	-	-	383.42	1,030.85	320.05	1,021.74	-	-					2,756.06		
5	* KOA Campgrounds	-	-	425.00	1,690.15	2,259.00	1,788.72	2,934.22	878.55					9,975.64		
6	Sure Stay (Lake Cove)	16,233.72	15,960.57	19,150.75	21,782.40	14,514.52	13,358.56	21,788.87	28,503.39					151,292.78		
7	Rend Lake Resort	-	-	-	-	-	-	-	-					-		
8	Seasons	24,334.04	26,725.32	34,326.09	36,590.92	31,113.07	23,667.47	26,451.74	37,607.90					240,816.55		
9	Seasons Buck & Bass**					754.76	3,012.89	4,765.58	6,339.47					14,872.70		
10	*Whittington Woods	163.82	117.92	333.26	186.07	196.06	120.39		223.62					1,341.14		
11	Motel 37	41.52	41.52	38.06	38.06	-	-	-	-					159.16		
12	Non Tax Pymt -	-	-	-	-	-	-	-	-							
13	Non Tax Pymt-	-	-	-	-	-	-	-	-							
14	Monthly Interest	-	-	-	-	-	-	-	-							
15	Totals	42,472.42	44,836.94	59,527.66	68,239.58	57,435.91	50,307.76	75,135.77	97,335.20					421,506.35		
16	Checked for accuracy															
17	** Seasons and Buck & Bass were paid combined as one payment until Spring 2019															
18	*** Licata Lake House is an addition to Cabins in the Woods.															

	Bed Tax & Other	Franklin County Fund 26 Actual Contributions Yearly Totals Received Payments												Received	Non Bed Tax + RL Resort	Total Hotel Contributions
		July 2014 June 2015	July 2015 June 2016	July 2016 June 2017	July 2017 June 2018	July 2018 June 2019	July 2019 June 2020	July 2020 June 2021	July 2021 June 2022	July 2022 June 2023	July 2023 June 2024	July 2024 June 2025	July 2025 June 2026	Total	Total	Total
Hotels																
1	*Benton Inn	563.32	801.30	1,211.77	774.73	660.01	\$910.00	\$747.39	1,469.76					7,138.28		
2	Cabin In Woods	1,136.00	1,190.31	3,659.31	6,146.40	7,328.63	\$8,429.32	\$21,827.46	25,103.87					74,821.30		
3	Licata Lake House***	Not Open	Not Open	Not Open	Not Open	Not Open	Not Open	Not Open	108.87					108.87		
4	* Coy & Wilma's	-	-	383.42	1,030.85	320.05	\$1,021.74	-	-					2,756.06		
5	* KOA Campgrounds	-	-	425.00	1,690.15	1,980.00	\$1,788.72	\$2,934.22	878.55					9,696.64		
6	Sure Stay (Lake Cove)	16,233.72	15,960.57	19,150.75	21,782.40	11,339.44	\$13,358.56	\$23,198.79	31,589.97					152,614.20		
7	Rend Lake Resort	58,410.17	31,741.86	closed	closed	closed	closed	closed	closed					90,152.03	(90,152.03)	
8	Seasons	24,334.04	26,725.32	34,326.09	36,590.92	27,118.73	\$24,513.07	\$27,357.70	42,085.55					243,051.42		
9	Seasons Buck & Bass**					459.18	\$3,012.89	\$5,260.21	7,049.94					15,782.22		
10	*Whittington Woods	163.82	117.92	333.26	186.07	196.06	\$120.39	-	223.62					1,341.14		
11	Motel 37	41.52	41.52	38.06	38.06	-	-	-	-					159.16		
12	Non Tax Pymt -				10,000.00									10,000.00	(10,000.00)	
13	Non Tax Pymt -				187.99									187.99	(187.99)	
14	Monthly Interest	2.61	41.58	158.23	387.15	612.23	\$231.99	\$27.40	188.02					\$1,649.21	(1,201.80)	
15	Totals	100,847.92	76,620.38	59,685.89	78,814.72	49,354.32	\$52,476.68	\$81,353.17	108,698.15					607,851.23	(101,541.82)	
16	Checked for accuracy															
17	** Seasons and Buck & Bass were paid combined as one payment until Spring 2019															
18																