

**Franklin County Board Report  
Rend Lake Area Tourism Council (RLATC)  
July 17, 2023 (Monday) 5PM**

Rend Lake Area Tourism Council (RLATC) signed a 3-year (2022, 2023, 2024) contract to be Host Organization for the S3DA Archery National Championship held at Rend Lake. Hosting this event makes it possible for RLATC to build archery tourism and provides opportunities to market Rend Lake as a family friendly tourism destination to potential visitors RLATC could not otherwise reach. As these archery competitors / visitors return to their home states, they will share their experiences at beautiful Rend Lake, its recreational facilities, and welcoming communities and businesses. Also, this event offers free admission for spectators which brings visitors from other Southern Illinois areas. When these visitors see what Rend Lake and Franklin County have to offer, they will return! The economic impact on our local area is considerable and will be for years to come.

The June 15-18, 2023 event was an overwhelming success! It is estimated that **about 4000 people from 18 states attended this event** and were in our local businesses and communities.

**S3DA-RLATC 3 Year Contract**

- 1<sup>st</sup> Year June 16-19, 2022
- 2<sup>nd</sup> Year June 15-18, 2023
- 3<sup>rd</sup> Year June 13-16, 2024

**Special Thanks to the following.** All provided resources and labor to make this a success.

**Host Venue**

- US Army Corps at Rend Lake, Operations Manager, Jackie Taylor and Natural Resource Specialist, Cassie Magsig  
Their vision, work, and cooperation with RLATC made this possible. The North Marcum Archery Complex 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.

**Major Partners**

- Rend Lake Conservancy District, Keith Thomason
- Rend Lake College, President Terry Wilkerson
- Rend Lake College, Archery, Donnie Milenbine
- Wayne Fitzgerald State Park, Superintendent Joseph Swallers

**Special Thanks to our Host Cities**

- Benton, \$3,500 (1000 Benton, Mayor Lee Messersmith + 2,500 Benton West City Area Chamber)
- Mt Vernon, \$3,500 (3,500 Mt Vernon Convention and Visitors Bureau, Angela Scrum)
- Sesser, \$3,500 (2000 Sesser, Mayor Jason Ashmore + 500 Sesser Area Chamber+ 1000 Homecoming Committee)

**Special Thanks to the Franklin County Board** for supporting RLATC.

2023 S3DA Event Financial Report	July 13, 2023
Event Assets	
Sponsorship Funds	37,907.00
Food Vendor Fees	1,000.00
Sponsorship Value In Kind (VIK) (Est.)	12,961.12
Event Assets Total	51,868.12
Event Expenses	
Funds	38,243.56
Sponsorship Value In Kind (VIK) (Est.)	12,961.12
Expenses - Total	51,204.77

This financial report does not include labor, which would greatly increase the event expenses.

	S3DA Event Contractual Agreement	2022 Total S3DA Cost VIK + funds	X = firm started / = not started	2023 Funds	2023 Inkind Estimate	2023 Corps	2023 Actual Total Category	2024 Estimate Total Category	Notes / Details
1	Hotel Accommodations (90 rooms )		X						DoubleTree/ Holiday Inn Express/ Seasons/ Surestay/ Cabins in the Woods/ Corps Camp sites
	1 Hotel Totals	\$ 9,554.04	X	\$ 6,555.01	\$ 4,230.00		\$ 10,785.01		
2	Portable restrooms on site		X						Henson 2022 pd by Corps 1 time only
	2 Portable restrooms on site	\$ 4,900.00	X	\$ 7,560.00			\$ 7,560.00		Henson 2023 pd by RLATC
3	Janitorial Supplies		X						
	3 Janitorial Supplies	\$ 1,700.00	X		\$ 1,400.00		\$ 1,400.00		
4	Ice (4 days)		X						2022 Home City = 170 (20-22 lb) bags
	4 Ice Totals	\$ 967.16	X	\$ 1,440.00			\$ 1,440.00		2023 Champ Ice = 1 Generator 4 d at \$50=\$200 ; 240 (16 lb) bags at \$3.50 = \$840 ; Merchandiser 4 d at 100 = 400 Total 1440
5	Water (4 days)		X						
	5 Water	\$ 2,308.27	X	\$ 748.80	\$ 281.12		\$ 1,029.92		2022 = 2880 bottles
	5 Water Troughs	\$ 541.59	X						2023 4895 bottles of wate
6	Signs for Hotels -print cost		0						Actual 11 Water Troughs
	6 Signs for Hotels Totals		0						Multiple copies of Event Guides /S3DA Schedule were delivered prior to the event for distribution to the guests
7	Lunch for Volunteers		0						
	7 Lunch for Volunteers Totals		0				\$ -		
8	Meals for Staff from Vendors		X						
	8 Meals for Staff from Vendors	\$ 780.00	X	\$ 890.00			\$ 890.00		2022= S3DA Staff -\$780 2023=\$890
9	Security		X						
	9 Security Totals	\$ 900.00	X		\$ 900.00		\$ 900.00		RLCD Actual inkind form RLCD
10	EMS		X						Kim Scott - Sesser
	10 EMS Totals	\$ 1,000.00	X	\$ 1,000.00			\$ 1,000.00		
11	Labor		X						RLCD, RL College & Archery, Corps, Wayne F. IL S3DA, RLATC
	11 Labor		X						Actual = A lot! More than we can calculate.
12	Tables / Chairs (4 days)	\$ 488.00	X						Flowers Dave 2022 pd Corps/ 2023 pd RLATC
	12 Tables & Chairs		X	\$ 788.50	\$ 250.00		\$ 1,038.50		Flowers by Dave & Benton Fire
13	Tents		X						Flowers by Dave 2022= pd by Corps 1 time only
	13 Tents (large 40' x 60' & med 18' X 40')	\$ 1,836.00	X	\$ 2,618.00			\$ 2,618.00		Flowers by Dave 2023= pd by RLATC
14	2-ATV's		X						RL College 4 2 seater carts + 1 with bed
	14 2-ATV's	\$ 600.00	X		\$ 1,200.00		\$ 1,200.00		

	S3DA Event Contractual Agreement	2022 Total S3DA Cost VIK + funds	X = firm started / = 0 = not started	2023 Funds	2023 Inkind Estimate	2023 Corps	2023 Actual Total Category	2024 Estimate Total Category	Notes / Details
15	3 Golf Carts		X		\$ 1,200.00		\$ 1,200.00		RLCD 4 carts
	15 3 Golf Carts Totals	\$ 1,250.00	X						
16	S3DA Sponsorships and local business discounts		X						Note -
	additional sponsor items to total with labor 5000		X		need info				
	16 S3DA Sponsorships in local business discounts	\$ 4,228.17	X	\$ 6,046.28			\$ 6,046.28		2022 Total = 828 (500 Bags) + 3188 (400 Camo Hats) + 212.17 (500 Stickers) = \$4228.17
	<b>RLATC Necessary but not listed in Contract</b>								
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	\$ 500.00	X		\$ 500.00		\$ 500.00		200 equipment use + 300 set up and manage
C	Stage / Risers		X						RL College
	Rend Lake College		X						not needed
D	2 Shuttles & Tractor		X						see line 14 ATVs
	Wayen Potzgerrell - Sponsor pd with Inki	\$ 1,000.00	X		\$ 500.00		\$ 500.00		
	Oasis Outdoor		X		\$ 1,000.00		\$ 1,000.00		
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	\$ 1,000.00	X		\$ 1,000.00		\$ 1,000.00		
F	Watch Fire Message Board to promote Sponsors		0			X			2022 in repair not used /2023 funds \$2000
	IBEW 702 Sponsor pd Inkind				\$ -		\$ -		(16 ft wide X 8 ft tall) use Thurs, Sat and Sun
G	Miscellaneous / Unplanned / Last Minute		X						
H	Hospitality Media and Signage see also line 16 also								
	Camo Clown Performance				\$ 500.00		\$ 500.00		\$500= performance at no charge
	Camo Clown Give Aways			\$ 300.00			\$ 300.00		\$300 = reimbured to Camo
	Hospitality (Tents, name tags and sponsorship materials)	\$ 471.35	X	\$ 624.63			\$ 624.63		2023 name tags, parking permits, misc signage and Sponsorship materials
	name tags	\$ 49.25							
	Media Facebook, videography, edits, TV)	\$ 3,774.74							
	Event Guides Print		X	\$ 2,632.50			\$ 2,632.50		2023

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	Videoloraphy and editing			\$ 750.00			\$ 750.00		
	SI Sports Print Pub (ad X 3 issues			\$ 600.00			\$ 600.00		2023 Jim Muir SI Sports ads Mar, Apr May
	Signage (welcome, sponsors, direction)		x	\$ 5,454.65			\$5,454.65		
	Sponsor Frames & Trophy Tops			\$ 158.56			\$ 158.56		
	Hospitality, 350 Welcome Bag, Media & Signage Total \$6,578.52 / see line 16	\$ 2,283.18							
	Totals to Date	\$ 40,131.75		\$ 38,166.93	\$ 12,961.12		\$ 51,128.05	\$ -	
		2022 Total S3DA Cost VIK + funds	X = firm started / = not started	2023 Funds	2023 Inkind Estimate	2023 Corps	2023 Actual Total Category	2023 Estimate Total Category	Notes / Details
	<b>Volunteers S3DA 2023 (Revised 6-26-2023)</b>								<b>2023 S3DA Sponsorships and local business discounts Report Line 16</b>
	<b>Individuals:</b> Dave Cooper, Dave Freeman (Camo the Clown), Hudson (Rachel Gartner's son), Lee Messersmith, Kelley Hicks, Lennie Shelton, Lana Buck, Mel Snyder								<b>2023 = Branded Items breakdown</b>
	<b>Benton Area Volunteers:</b> Theresa Bates, Cathy Garavalia, Butch Mateycak, Ruth Mateycak								<b>4 Inprint</b> * Towels, Blue w white imprint total 1,200 * FoldUpFlyers, 100 each black, red, green, royal blue w/ white imprint Total 500 * PushPens 83 Orange, 83 Purple, 83 Red, 84 Black, 84 Blue w/ black imprint Total 249 + 168 = total 417
	<b>RLATC Directors:</b>								<b>All StarsNStitches</b> Bottle Coolers 500 red & 500 blue w/ white imprint total 1000
	Steve: As needed								<b>Sticker App</b> for Branded Stickers total 1000
	Kathy: Managed Food Trucks								<b>Walmart</b> 400 clear plastic bags with drawstrings
	Rachel: As needed								<b>\$690 Modern Woodmen Sponsor add funds</b>
	Lowanda: Hospitality								\$ 5000 plus \$ 690 from Modern Woodmen
	Rick Linton Exe Director: As needed								<b>Note This total is over budget</b>
	Barb Linton: Event Coordinator								

Line	Sponsors Paid VIK	2022 VIK	2022 VIK Est.	2023 VIK Notes	2023 VIK Est.		
1	Hampton, Mt Vernon Hotel	2 X 3 nights (1staff no show, lost 3 nights) (6 total) 1 X 4 nights + 1 X 5 nights X \$160 (9 total)	\$ 1,260.00	No 2023 hotel closed	\$ -		
1	Doubletree, Mt V Hotel	1 X 4 nights + 1 X 5 nights X \$160 (9 total)	\$ 1,440.00	2 X 5 nights X \$180 (10 total)	\$ 1,900.00		
1	Holiday Inn Express, Mt V Hotel	1 X 4 nights + 1 X 5 nights X 160 (9 total)	\$ 1,440.00	1 X 4 nights + 1 X 5 nights X \$160 (9 total)	\$ 1,530.00		
1	Cabins in the Woods	No 2022	no 2022	2 cabins X3 nights	\$ 800.00		
3	Alied / Republic Trash Removal	\$300 - 50 disposable trash recepticals	\$ 300.00	30 Polycarts + disposable trash recepticals	\$ 1,400.00		Jackie - contact - will check value
5	Pepsi MidAmerica, Marion IL	3 pallets water	\$ 1,800.00	?	\$ -		no 2023
5	Ben's Lawn Service Benton	to haul Marion to Archery	\$ 400.00	?	\$ -		not needed
	Walmart -				\$ 281.12		
9	RLCD	night security	\$ 900.00	night security	\$ 900.00		
11	Corps / RLCD/ Wayne F / RLCo	Labor		Labor			
12	Benton Fire Department	10 Tables & 30 Chairs w/ Deleiver & Pick up	\$ 250.00	10 Tables & 30 Chairs w/ Deleiver & Pick up	\$ 250.00		
	RL College 4 golf carts	No 2022	\$ -	4 golf carts	\$ 1,200.00		
15	RLCD	3 Golf carts or ATVs	\$ 480.00	4 golf carts	\$ 1,200.00		
x	RL College Archery Donnie Miller	Parking Cars		Parking Cars			
X	Rick & Barb Linton NO VIK	PA system \$200 set up run \$300	\$ 500.00	PA system \$200 set up run \$300	\$ 500.00		
x	RL College	Stage Risers / deliver		not needed			
x	Wayne Fitzgerrell State Park	Shuttle and Tractor(125 per day	\$ 500.00	Shuttle and Tractor(125 per day	\$ 500.00		
X	Oasis (Black Diamond)	Exec Restroom	\$ 1,000.00	2 carts for viitors to archery lanes	\$ 1,000.00		
x	Franklin County EMS	Moble Unit / Internet	\$ 1,000.00	Moble Unit / Internet	\$ 1,000.00		
	Camo Conservation Clown Dave	Performance w/ give aways	\$ 500.00	Performance w/ give aways	\$ 500.00		performance No charge
x	Local 702 & NECA Contrctors /	Watchfire Board / not in service	\$ -	Local 702 provide funds			
K	<b>Total</b>		<b>\$ 11,770.00</b>		<b>\$ 12,961.12</b>		
	<b>All VIK provided by RLATC to VIK Sponsors was promotional TV, banners, print, website, special medial (name, logo mentions, etc)</b>						

	<b>Sponsor</b>	<b>2022 Funds</b>		<b>2023 Funds</b>		<b>2023 Funds</b>		<b>Contacted / Sponsorship / Invoiced / Received</b>
1	Franklin Hospital	\$ 1,500.00	Gold	\$ 2,000.00	Gold	\$ 2,000.00	X	PD CK # 067221 03-16-2023
2	US Banks	\$ 500.00	Bronze		Bronze		0	No 2023 Sponsorship (Thank you for 2022)
3	Franklin/Hamilton/Jefferson Farm Burea	\$ 750.00	Bronze	\$ 750.00	Bronze	\$ 750.00	XX	PD Franklin Ck # 38202 Date 04-21-2023 / Jefferson Ck # 9976 Date 04-11-2023 / Hamilton Ck # 35942 Date 04-11-2023
4	McDonald	\$ 500.00	Bronze	\$ 500.00	Bronze	\$ 500.00	XX	PD Store # 6842 ck # 4076 Date 04-19-2023 / Store # 5754 ck # 4376 Date 4-19-2023
5	La Fiesta Benton	\$ 500.00	Bronze	\$ -		\$ -	0	No 2023 Sponsorship (Thank you for 2022)
6	Legence Bank Attn: 2023 Trica Overterf		NO 2022	\$ 500.00	Bronze	\$ 500.00	X	PD CK # 72436 3-16-2023
7	State Bank of Whittington Attn: Steve Owen	\$ -	NO 2022	\$ 500.00	Bronze	\$ 500.00	X	PD CK # 027905 03-14-2023
9	Host City / Benton City	\$ 1,000.00	Host Benton	\$ 1,000.00	Host Benton	\$ 1,000.00	X	PD Benton Host City - part - \$1000 Ck # 19952 3-13-2023
10	Benton/WC Area Chamber	\$ 2,500.00	Host Benton	\$ 2,500.00	Host Benton	\$ 2,500.00	X	Benton Host City - part - \$2500 Ck # 1891 Date 4-24-2023
11	Host City / Sesser City	\$ 1,000.00	Host Sesser	\$ 1,000.00	Host Sesser	\$ 2,000.00	X	Sesser Host City - part - \$2000 Ck # 65702 Date 5-18-2023
12	Host City / Sesser Homecoming	\$ 1,000.00	Host Sesser	\$ 1,000.00	Host Sesser	\$ 1,000.00	X	Sesser Host City - part - \$1000 Ch # 1720 Date 5-12-2023
13	Host City / Sesser Chamber of Commerce	\$ 1,000.00	Host Sesser	\$ 1,000.00	Host Sesser	\$ 500.00	X	PD - Sesser Host City - part - \$500 Ck # 1071 01-23-2023
14	Mt Vernon CVB	\$ 3,500.00	Host MV	\$ 3,500.00	Host MV	\$ 3,500.00	X	PD Ck # 019976 Date 03-21-2023
15	Egyptian Building Trades	\$ -	NO 2022	\$ -	Bronze	\$ 500.00	X	PD Ck # 2402 Date 05-01-2023
16	IBEW Local 702		NO 2022		Gold	\$ 2,000.00	X	PD Ck # 602201 Date June 26, 2023
17	Electric Bike Rentals (Darby)		NO 2022		Bronze	\$ 500.00	X	PD Ck # 1001 Date 6-13-23
18	Mondern Woodmen		no 2022		Bronze	\$ 690.00	X	PD Ck #1141 Date June 2, 2023
	Rend Lake Corps Project Office	\$ -	Host Venue	\$ -	Host Venue		X	The RL Corps Built the facility Additionally in 2022 the RL Corps took \$8,000 of RLATC's Contractual event responsibilities.
	RLATC	\$ 7,500.00	Host Organization	\$ 7,500.00	Host Organization	\$ 19,467.00	X	2020 Commitment (10% of budget) 5,800 2021 Commitment (10% of budget) 5,851 2022 Commitment (10% of budget) 7,500 2023 Commitment (20% of budget) 19,467 CK # 1053 03-09-2023

<b>Totals</b>	<b>Total Collected</b>	<b>\$ 21,250.00</b>	<b>Fees 2022 (\$100)</b>	<b>Fees 2023 (\$200)</b>	<b>\$ 37,907.00</b>	
						<b>\$1000 from 5 food vendors at \$200 each</b>
						<b>2023 Info &amp; Notes</b>
	<b>Vendors</b>		<b>Fees 2022 (\$100)</b>	<b>Fees 2023 (\$200)</b>		
1	Hookers Food Truck / Dave Womble	No Show 2022	no 2023			no 2023
1	Hookers Food Truck / Dave Womble	No 2022		200		All Shook Up
2	April's Tropical Sno / April & Don Gass Badodon Enterprises DBA Mary's Coin Laundry April's Tropical Sno	ck 1-17-22 / # 3297	\$ 100.00	200		April's Tropical Sno / April & Don Gass Badodon Enterprises DBA Mary's Coin Laundry April's Tropical Sno
3	M & M Concessions Food Stand / Rick Mostsinger	ck 4-21-21 / #14576	\$ 100.00	200		M & M Concessions Food Stand / Rick Mostsinger
4	Uncle Joes BBQ / Joseph Wilkerson			200		Uncle Joes BBQ / Joseph Wilkerson
5	Three Southern Peaches / Holly & Richard Lynn			200		Three Southern Peaches / Holly & Richard Lynn
6	Old Time Funnel Cakes / Melvin & Philo Snyder or Melvin Snyder	ck 3-9-22 / # 9228	\$ 100.00			No 2023
<b>Totals</b>	<b>S3DA Financial Sponsors Funds Total</b>		<b>\$ 21,550.00</b>	<b>\$ 38,907.00</b>		<b>S3DA Financial Sponsors Funds Total</b>