



Office of the Chicago City
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City Council Document Tracking Sheet

Meeting Date: 4/24/2012

Sponsor(s): Tunney, Thomas (44)
Burnett, Walter (27)

Type: Resolution

Title: Call for hearing(s) on plans of Chicago Convention and
Tourism Bureau to foster economic development and job
growth throughout Chicago

Committee(s) Assignment: Joint Committee

*ECON DVP
SPECIAL EVENTS*

RESOLUTION

WHEREAS, Choose Chicago, Chicago's official tourism entity has spent the last year working on an aggressive plan with the goal of marketing Chicago as a visitor destination; and,

WHEREAS, the two key goals of Chicago Convention & Tourism Bureau, (CCTB) are to attract 50 million visitors annually by 2020 and to secure Chicago's standing among the top five U.S. destinations for international visitors; and,

WHEREAS, Chicago's visitor industry currently represents 124,000 jobs, \$11.1 billion in direct spending and \$616 million in tax revenue; and,

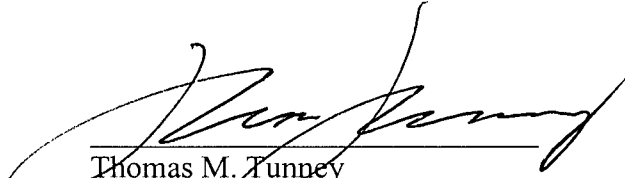
WHEREAS, with a projected rate of 50 million visitors annually, the direct impact could increase the number of jobs to 155,000 – 165,000, \$14.7 billion in direct spending and \$1.2 - \$1.3 billion per year in tax revenue; and,

WHEREAS, CCTB is committed to working on four main areas: maximizing legislative reforms at McCormick Place, increase overnight leisure visitation from regional markets, generate awareness nationally and grow international visitation; and,

WHEREAS, bold thinking and action has laid the groundwork for positive results including a significant increase in the number of visitors to ChooseChicago.com and a measurable increase in hotel occupancy; and,

WHEREAS, currently the City of Chicago has five international offices – Beijing, London, Mexico City, Shanghai and Toronto – in operation with an additional three offices – Brazil, Germany & Japan – to open before the end of the year; now therefore,

BE IT RESOLVED, that the Committees on Economic, Capital & Technology Development and Special Events, Cultural Affairs and Recreation invite the leadership of Chicago Convention and Tourism Bureau to update the committee on the past years significant strides and the their plan to foster economic development and job growth throughout the City of Chicago as a result of their proactive marketing of Chicago as a visitor destination.



Thomas M. Tunney
Chairman, Committee on Economic,
Capital & Technology Development



Walter Burnett
Chairman, Special Events,
Cultural Affairs & Recreation