Blackhawk Waterways Convention & Visitor's Bureau
Promoting Tourism in Carroll, Lee, Ogle and Whiteside Counties
Diane Bausman, Executive Director
Report for Month of November 2009

Meetings Attended:

- Oct 28th – Rochelle TVA meeting
- Oct 30th – Illinois Barn Alliance conference planning meeting in Rock Falls
- Nov 4th – Mississippi River Region Promotion Committee meeting in Quad Cities
- Nov. 9th – Dixon Tourism meeting
- Nov. 10th – Carroll Co. Hotel/Motel meeting
- Nov 11th – Illinois Barn Alliance Conference committee meeting
- Nov 11th – Savanna Hotel/Motel meeting
- Nov. 16th – IBOT Monitoring Visit
- Nov. 19th – Rock Falls Tourism meeting
- Nov. 23rd – Whiteside Co. Barn Tour meeting
- Nov. 24th – BWCVB Board meeting

Web Site Update:

- In the last month we had 2,427 unique visitors to bwcvb.com and these visitors spent an average of 2.56 minutes on the site viewing an average of 3.84 pages per visit. Of these visitors 85% came via search engines and 82.32% were new to the site.

Bulk Mailing Update:

- We sent out 245 packets of information during Oct and 184 in November.

Public Relations:

- WIXN Radio Show – Nov 24th
- WCCI Radio Show – Nov 30th
- We put donated 2 **Best of the Blackhawk Chocolate Trail** baskets for silent auctions held at the Ronald Reagan Gala on Oct 24th and the Lanark-Mt Carroll Shop Hop Nov.14th.

Updates & Information:

- On Oct 29th we sponsored a Facebook/Twitter Social Networking workshop in Dixon. It was well attended and we received many positive comments.
- Our tear off ad maps were delivered in early November and we have been busy getting them distributed throughout the region to hotels/motel & visitor information areas.
- A Holiday Events Brochure was created and 1,500 have been distributed throughout the region.
- We received approval for the Blackhawk Chocolate Trail brochures to be distributed via the State Tourism Information Centers located in Rapids City (Quad Cities); Monee; Oakwood & South Beloit.
- We continue to update our Visitor Guide database so we have correct information in the 2010 VG. If you know of anything in the 09 VG that needs to be corrected or updated, please let me know ASAP.
- Good news! I received word in late November that the Blackhawk Statue in Oregon has been placed on the National Register of Historic Places.

Dates to Remember:

- Jan. 15th - Anticipated delivery of 2010 Visitor Guides
- Feb. 17-19 - Governor's Conference on Tourism at the Fairmont Hotel in downtown Chicago.
- March 11th – Tri-State Tourism Conference in Galena.

We appreciate the support we receive from you and if you would like me to give a brief presentation at your county board meeting on how Blackhawk Waterways CVB promotes tourism in Carroll, Lee, Ogle and Whiteside Counties, call me at 800-678-2108 or contact me via e-mail at dbausman@bwcvb.com

Blackhawk Waterways CVB Mission Statement

To increase the economic impact to the four counties represented through promotions, advertising and providing information to potential visitors.