

A Suburban Cook County Travel, Tourism, and Hospitality Economic Recovery Program

The Cook County Bureau of Economic Development is supporting the hospitality industry through a \$10 million federal recovery grant program.

The Tourism Alive **INITIATIVES**



Workforce Development

Awareness building and promotion of tourism and hospitality employment opportunities providing good career paths.



Local Investments

Each of the five participating convention and visitors bureaus (CVBs) are developing new initiatives or expanding existing ones with direct support and funding from Tourism Alive.



Outside Chicago

Suburban Cook County is filled with outstanding outdoor experiences that are being promoted through a local marketing campaign.



Regional Marketing

Year-round leisure digital and social media marketing to promote suburban Cook County throughout the Midwest.



Why **Tourism Alive?**

With the onset of COVID-19 in 2020, Cook County recognized the importance of the tourism and hospitality industry and allocated \$10 million of American Rescue Plan Act (ARPA) funds to support resiliency in this sector with a focus on suburban Cook County.

Who's **Involved?**

The program is a partnership between Cook County and five suburban convention and visitors bureaus: Chicago's North Shore CVB, Meet Chicago Northwest, Rosemont CVB, Visit Chicago Southland and Visit Oak Park.

How is It **Funded?**

The federal American Rescue Plan Act allocated funding to state and local governments. Cook County is managing many ARPA programs, including Tourism Alive, which was proposed by the five CVBs.

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