

## 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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