Application form:
Community Planning Program and
Local Technical Assistance Program

DEADLINE: Noon on Thursday, June 26, 2014

This application form is online at www.rtachicago.com/applications. You may submit the form by email to applications@rtachicago.com. Upon receipt of application, you will receive an e-mail verifying that your application has been received.

1. Name of Applicant: McHenry County Convention and Visitors Bureau dba Visit McHenry County

2. Main Contact for Application (please include name, phone number and email):

Visit McHenry County
600 Dakota Street, Suite F
Crystal Lake, IL 60012

Laura Witlox-Middaugh      laura@visitmchenrycounty.com
Jaki Berggren              jaki@visitmchenrycounty.com

815-893-6280

3. Type of Applicant (please check any that apply):

_____ Local government

_____ Multijurisdictional group* Please list the members of the group (including government and nongovernmental organizations):

_____ Nongovernmental organization* Name of local government partner(s):
McHenry County Planning &Development
McHenry County Division of Transportation

*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information. Nongovernmental applicants are strongly encouraged to contact CMAP or the RTA prior to submitting their application to discuss their project and the demonstration of local support.

4. Project Type (please check any that apply):
Please check all statements below that describe characteristics of your project. (This will help us determine whether your project is best handled by CMAP or RTA.)
My project involves preparation of a plan.

My project helps to implement a past plan.

My project links land use, transportation, and housing.

My project has direct relevance to public transit and supports the use of the existing transit system.

My project is not directly related to transportation or land use, but implements GO TO 2040 in other ways.

5. Project Location:
Please provide a brief description of the location of your project. You may include a map if that helps to describe location, but this is not required. If your project helps to implement a past plan, please include a link to that plan.

The goal is to create a wayfinding plan for all of McHenry County, from municipalities to rural unincorporated areas.

6. Project Description:
Please tell us what you would like to do in your community, and what assistance is needed. If you have more than one idea, please submit a separate application for each project. Please be specific, but also brief (less than two pages per project idea)—we simply want to have a basic understanding of what you want to do. CMAP and RTA staff will follow-up with you if we need any additional information to fully understand your proposed project.

(Please include any additional information that is relevant, preferably by providing links to online documents.)

Visit McHenry County, the convention and visitor’s bureau for McHenry County, in conjunction with the McHenry County Department of Planning and Development, is requesting CMAP assistance with the creation of a countywide Wayfinding Signage Master Plan. The development of a Wayfinding Signage Master Plan would benefit the overall economic development effort to enhance tourism activity within the county and the municipalities therein and present a visually appealing impression of the area to visitors, tourists, residents, and potential economic investors. Directional signage would lead visitors from all directions and navigate them to public points-of-interest.

Visit McHenry County’s mission is to strive to create economic growth for McHenry County through effective marketing of its tourism products. According to the Illinois Office of Tourism the economic impact of a day traveler is $81 and $122 per overnight traveler. In 2012, McHenry County’s economic impact from tourism exceeded $212.89 million in travel expenditure, related to 1,500 jobs, and $6.55 million in local tax receipts. (Study Prepared for the Illinois Office of Tourism by the Research Department of the U.S. Travel Association, Washington, D.C. August 2013)

Several municipalities within McHenry County have installed wayfinding signage directing visitors to their downtowns. However, there is no signage in the unincorporated areas of the county linking the major attractions or leading people to the local municipalities for activities, shopping, and lodging.

Last spring, Visit McHenry County contacted Zeitgeist Consulting to conduct a Destination Assessment of McHenry County. Within the assessment they explain that “[McHenry County]’s dual persona as suburban and rural offers a rich diversity of experiences that few destinations can offer consumers. [...] that diversity of experience may just be the ticket to become one of the more interesting getaway
destinations in the Midwest.” However, they also stated that finding one’s way around McHenry County can be frustrating for visitors and recommended that, to maximize the visitor economy, directional signage is the key. They also recommended that signage be designed through the eyes of a visitor to avoid some of the simple mistakes that have been made, especially in placement. Due to these recommendations the Wayfinding Signage Master Plan should also include recommendations for design and placement of all signage. A full copy of the Destination Assessment can be found at: http://www.visitmchenrycounty.com/documents/McHenryDestination13final.pdf
June 19, 2014

Local Technical Assistance Program  
CMAP (Attn: Daniel Olson)  
233 S. Wacker Drive, Suite 800  
Chicago, IL 60606

RE: GO TO 2040 Local Technical Assistance Program – Visit McHenry County Application

Dear Grant Review Committee,

McHenry County Department of Planning and Development is pleased to sponsor the Visit McHenry County’s application for Local Technical Assistance for the development of a Wayfinding Signage Master Plan. We are proud to be part of this multi-jurisdictional approach to establish directional signage that will navigate visitors to attractions within McHenry County.

McHenry County understands the economic benefits of tourism and the importance of promoting it. The McHenry County Board Planning and Development Committee authorized our Department to sponsor this application. Our staff will actively participate in the development of the Wayfinding Signage Master Plan with Visit McHenry County and the CMAP Local Technical Assistance team.

Please feel free to contact me with any questions.

Sincerely,

Dennis Sandquist  
Director, McHenry County Department of Planning and Development
June 20, 2014

Local Technical Assistance Program
CMAP (Attn: Daniel Olson)
233 S. Wacker Drive, Suite 800
Chicago, IL 60606

RE: GO TO 2040 Local Technical Assistance Program – Visit McHenry County Application

Dear Grant Review Committee,

The McHenry County Division of Transportation is pleased to support the Visit McHenry County’s application for Local Technical Assistance for the development of a Wayfinding Signage Master Plan. We are proud to be part of this multi-jurisdictional approach to establish directional signage that will navigate visitors to attractions within McHenry County.

McHenry County understands the economic benefits of tourism and the importance of promoting it. The McHenry County Board Transportation Committee authorized our Department to sponsor this application. Our staff will assist as necessary in the development of the Wayfinding Signage Master Plan with Visit McHenry County and the CMAP Local Technical Assistance team.

Please feel free to contact me with any questions.

Very truly yours,

[Signature]

Joseph R. Korpalski, Jr., P.E.
Director of Transportation/County Engineer
June 19, 2014

Local Technical Assistance Program
CMAP (Attn: Daniel Olson)
233 S. Wacker Drive, Suite 800
Chicago, IL 60606

RE: GO TO 2040 Local Technical Assistance Program – Visit McHenry County Application

Dear Grant Review Committee,

The City of Crystal Lake is pleased to support Visit McHenry County and the McHenry County Department of Planning and Development’s application for Local Technical Assistance for the development of a Wayfinding Signage Master Plan. We are proud to be part of this multi-jurisdictional approach to establish directional signage that will navigate visitors to attractions within McHenry County.

The City of Crystal Lake understands the economic benefits of tourism and the importance of promoting it. In order to support this county-wide initiative, we will work with Visit McHenry County and the McHenry County Department of Planning and Development to the fullest extent possible.

We look forward to our continued partnership with Visit McHenry County and the McHenry County Department of Planning and Development. Please feel free to contact Michelle Rentzsch or me with any questions.

Sincerely,

[Signature]

Gary J. Mayerhofer
City Manager

cc: Michelle Rentzsch, Director of Community Development
June 23, 2014

Local Technical Assistance Program
CMAP (Attn: Daniel Olson)
233 S. Wacker Drive, Suite 800
Chicago, IL 60606

RE: GO TO 2040 Local Technical Assistance Program – Visit McHenry County Application

Dear Grant Review Committee:

City of McHenry staff is pleased to support Visit McHenry County and the McHenry County Department of Planning and Development’s application for Local Technical Assistance for the development of a Wayfinding Signage Master Plan. We are proud to be part of this multi-jurisdictional approach to establish directional signage that will navigate visitors to attractions within McHenry County.

We understand the economic benefits of tourism and the importance of promoting it. In order to support this countywide initiative, City of McHenry staff will work with Visit McHenry County and the McHenry County Department of Planning and Development to the fullest extent possible.

We look forward to our continued partnership with Visit McHenry County and the McHenry County Department of Planning and Development. Please feel free to contact me with any questions.

Sincerely,

Douglas P. Martin
Deputy City Administrator
City of McHenry

Cc: Derik Morefield City Administrator
June 20, 2014

Local Technical Assistance Program
CMAP (Attn: Daniel Olson)
233 S. Wacker Drive, Suite 800
Chicago, IL 60606

RE: GO TO 2040 Local Technical Assistance Program – Visit McHenry County Application

Dear Grant Review Committee,

The Village of Algonquin is pleased to support Visit McHenry County and the McHenry County Department of Planning and Development’s application for Local Technical Assistance for the development of a Wayfinding Signage Master Plan. We are proud to be part of this multi-jurisdictional approach to establish directional signage that will navigate visitors to attractions within McHenry County.

Algonquin understands the economic benefits of tourism and the importance of promoting it. In order to support this countywide initiative, we will work with Visit McHenry County and the McHenry County Department of Planning and Development to the fullest extent possible.

We look forward to our continued partnership with Visit McHenry County and the McHenry County Department of Planning and Development. Please feel free to contact me with any questions.

Sincerely,

[Signature]

Russell W. Farnum, AICP
Community Development Director
June 24, 2014

Local Technical Assistance Program
CMAP (Attn: Daniel Olson)
233 S. Wacker Drive, Suite 800
Chicago, IL 60606

RE: GO TO 2040 Local Technical Assistance Program – Visit McHenry County Application

Dear Grant Review Committee,

The Village of Algonquin is pleased to support Visit McHenry County and the McHenry County Department of Planning and Development’s application for Local Technical Assistance for the development of a Wayfinding Signage Master Plan. We are proud to be part of this multi-jurisdictional approach to establish directional signage that will navigate visitors to attractions within McHenry County.

Algonquin understands the economic benefits of tourism and the importance of promoting it. In order to support this countywide initiative, we will work with Visit McHenry County and the McHenry County Department of Planning and Development to the fullest extent possible.

We look forward to our continued partnership with Visit McHenry County and the McHenry County Department of Planning and Development. Please feel free to contact me with any questions.

Sincerely,

[Signature]

John C. Schmitt, President
Village of Algonquin
June 26, 2014

Local Technical Assistance Program
CMAP (Attn: Daniel Olson)
233 S. Wacker Drive, Suite 800
Chicago, IL 60606

RE: GO TO 2040 Local Technical Assistance Program – Visit McHenry County Application

Dear Grant Review Committee,

The Village of Huntley is pleased to support Visit McHenry County and the McHenry County Department of Planning and Development’s application for Local Technical Assistance for the development of a Wayfinding Signage Master Plan. We are proud to be a part of this multi-jurisdictional approach to establish directional signage that will navigate visitors to attractions within McHenry County.

Huntley understands the economic benefits of tourism and the importance of promoting it. In order to support this countywide initiative, we will work with Visit McHenry County and the McHenry County Department of Planning and Development to the fullest extent possible.

We look forward to our continued partnership with Visit McHenry County and the McHenry County Department of Planning and Development. Please feel free to contact me with any questions.

Sincerely,

[Signature]
David J. Johnson, Village Manager
Village of Huntley