

Meaningful Miles Survey / Application

* Required Question(s)

This survey will serve as an application form for participation in the Illinois Bureau of Tourism's (IBOT) Meaningful Miles program. The IBOT marketing team will use data entered here to create itineraries or "Mile Markers" that travelers will be able to access on a consumer website.

* 1. Please enter the name of your property/attraction.

Eli's Cheesecake World
28 character(s) left.

2. Please provide the address of your property or attraction and an internal contact. Note: Contact is strictly for internal use and should be someone IBOT can reach for more information about the offering and to get periodic updates on successes.

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name: Marc

Last Name: Schulman

Company Name: Eli's Cheesecake Company

Work Phone: XXX-XXX-XXXX

Email Address: email@domain.com
emailaddress@xyz.com

Address 1: 6701 W. Forest Preserve Drive

Address 2:

City: Chicago

State/Province (US/Canada): Illinois

Postal Code: 60634

* 3. In what Illinois region is your property/attraction located?

- Chicago
- Chicagoland
- Northern
- Central
- Western
- Southern
- Southwest

4. Please provide your days/times of operation.

Monday-Friday 8am to 6pm
Saturday 9am to 5pm
Sunday 11am to 5pm

283 character(s) left.

5. Please provide a public phone number and website to which we can refer travelers. Phone: XXX-XXX-XXXX; Web: You do not need to include www or http:// text

773-736-3417

38 character(s) left.

*** 6. Your charitable "Meaningful Mile" offering is a donation of:**

- Money
- Goods
- Time
- Other

7. What organization will receive the donation?

Greater Chicago Food Depository and the New Horizon Center for the Developmentally Disabled

259 character(s) left.

8. Please provide a brief overview of your Meaningful Mile offering.

- Eli's Cheesecake actively supports the community throughout the year by product donations and events at Eli's Cheesecake World that support the community. Key events are:
 - Eli's Cheesecake at the Magnificent Mile Lights Festival/Sharing It Day. Partnering with the Chicago High School for Agricultural Sciences, Eli's provides free cheesecake decorating at Lights Festival Lane (11/20/2010) while collecting canned goods and money for the Food Depository.
 - Elis' Cheesecake Festival (9/25-9/26/2010)—a free two day family festival celebrating all things about Eli's Cheesecake with a classic car show, two music stages, chef's demonstrations, sampling and much more benefiting the Greater Chicago Food Depository and the New Horizon Center
 - Eli's Cheesecake/Wright College Farmers

960 character(s) over.

*** 9. What is the timeframe for your Meaningful Mile offering?**

- Year-round
- Limited (please specify start/end date)

Comment:

Eli's offer programs that tie into the Meaningful Mile initiative throughout the year

415 character(s) left.

10. If your offering has a special name, what is it? (e.g., Kimpton Hotels "Casual Blue Campaign")

350 character(s) left.

*** 11. Are you doing anything to market this offering? If yes, please explain in comment field.**

- Yes
- No

Comment:

500 character(s) left.

12. Is there anything else you'd like to tell us about your offering, such as additional incentives to consumers?

When Eli's ties in with the Greater Chicago Food Depository, we offer a pre-packaged slice for a non perishable food donation and an Eli's Cheesecake for a \$10 cash donation.

826 character(s) left.

Thank you for your entry. A representative from IBOT's marketing team will be in touch over the next several weeks to discuss next steps. Please note that all Meaningful Mile offerings must meet a standard of quality. Those that do not may be excluded, or may need to be reworked. The most compelling programs will ultimately receive the greatest exposure.

Finish

Meaningful Miles Survey / Application

* Required Question(s)

This survey will serve as an application form for participation in the Illinois Office of Tourism's (IOT) Meaningful Miles program. The IOT marketing team will use data entered here to create itineraries or "Meaningful Miles" that Travelers will be able to access on a consumer micro-site.

* 1. Please enter the name of your property/attraction.

Hotel XYZ
41 character(s) left.

2. Please provide the address of your property or attraction and an internal contact. Note: Contact is strictly for internal use and should be someone IOT can reach for more information about the offering and to get periodic updates on successes.

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

2. Please provide the address of your property or attraction and an internal contact. Note: Contact is strictly for internal use and should be someone IOT can reach for more information about the offering and to get periodic updates on successes.

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name:

Last Name:

Company Name:

Work Phone:

Email Address:
emailaddress@xyz.com

Address 1:

Address 2:

City:

State/Province (US/Canada):

Postal Code:

*** 3. In what Illinois region is your property/attraction located?**

- Chicago
- Chicagoland
- Northern
- Central
- Western
- Southern
- Southwest

4. Please provide your days/times of operation.

Monday-Friday
7am-9pm

Saturday-Sunday
7am-11pm

299 character(s) left.

5. Please provide a public phone number and website to which we can refer travelers. Phone: XXX-XXX-XXXX· Web: You do not need to include www or http:// text

Hotelxyz.com

38 character(s) left.

*** 6. Your charitable "Meaningful Mile" offering is a donation of:**

- Money
- Goods
- Time
- Other

7. What organization will receive the donation?

The Anti-Cruelty Society

326 character(s) left.

8. Please provide a brief overview of your Meaningful Mile offering.

For every three-night stay booked at Hotel XYZ,
we will donate 10% of our profits to The Anti-
Cruelty Society

891 character(s) left.

*** 9. What is the timeframe for your Meaningful Mile offering?**

- Year-round
 Limited (please specify start/end date)

10. If your offering has a special name, what is it? (e.g., Kimpton Hotels "Casual Blue Campaign")

"Book a Trip, Save A Pet"

325 character(s) left.

*** 11. Are you doing anything to market this offering? If yes, please explain in comment field.**

- Yes
 No

Comment:

Yes, I will be including the information in all of my promotional materials as well as updating my Web site with the information on the offering

356 character(s) left.

12. Is there anything else you'd like to tell us about your offering, such as additional incentives to consumers?

Every participating Traveler will be able to bring along their favorite pet during their stay at Hotel XYZ

894 character(s) left.

Thank you for your entry. A representative from IOT's marketing team will be in touch over the next several days to discuss next steps. Please note that all Meaningful Mile offerings must meet a standard of quality. Those that do not may be excluded, or may need to be reworked. The most compelling programs will ultimately receive the greatest exposure.

Finish