

Village receives marketing grant

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The Village of Tinley Park recently received a Marketing Partnership Program Grant from the Illinois Bureau of Tourism for marketing initiatives to promote Tinley Park's hospitality-related amenities outside a 50-mile radius. The Village Board on Tuesday approved a 50% match rate to help fund the grant.

The Village will use the funding to partner with WGN to execute a 30-day radio campaign focused on drawing visitors to Tinley Park to experience Benches on the Avenue, live music, special events and breweries. WGN was selected because of its five-state reach, affiliation with the Chicago White Sox and its credibility.

The campaign will include a walk-thru Benches on the Avenue video hosted by WGN radio personality Pete McMurray; radio commercials during all Chicago White Sox home games in June; an in-studio tasting featuring Tinley Park's local brewers at 5:30 p.m. Friday, June 21; and a mix of live read and recorded commercials throughout the month.

Simultaneously, the Marketing Department will maximize use of the video through the Village's own communication channels and will execute a community engagement campaign.

Learn more about the campaign on Visitors page of the Village website.