City of Pekin

REGULAR TOURISM COMMITTEE MEETING
MONDAY, MARCH 4, 2024
5:00 PM

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Tourism Committee Meeting - February 5, 2024

4. Public Input

5. Consent Agenda

5.1. Tourism Fund Monthly Financial Report

6. New Business

6.1. Consideration of an Overnight Visitors Grant to be Awarded to Mid-South Illinois Tennis Association

6.2. Consideration of a Recommendation of Revenue and Spending Plan for the Pekin Bicentennial

6.3. Consideration of a Recommendation of Fiscal Year 2025 Tourism Fund Expenses

7. Any Other Business to Come Before the Committee

8. Adjourn

PROCEEDINGS OF THE REGULAR MEETING
OF THE TOURISM COMMITTEE OF THE CITY OF PEKIN, ILLINOIS,
HELD IN THE COUNCIL CHAMBERS OF CITY HALL
111 S. CAPITOL ST
ON MONDAY, FEBRUARY 5, 2024 AT 5:00 PM

Pledge of Allegiance

Call to Order

Chairperson Lelonie Luft called the Tourism Committee meeting to order at 5:00 PM in the Pekin City Hall Council Chambers. Chairperson Luft led the Pedge of Allegiance.

A quorum was established:
Members present: Melanie Matthews, Amy McCoy, Leloni Luft, Josh Wray, Chris Dunn, Sean Powers, and Cindy Galyean.

Approve Agenda

Melanie Matthews moved to approve the agenda, seconded by Sean Powers. Motion passed by voice vote.

Approval of Minutes

4.1. Tourism Committee - Regular Meeting of December 4, 2023

Cindy Galyean moved to approve the minutes as presented, seconded by Amy McCoy. Motion passed by voice vote.

Public Input

J. D. Dalfonso from Pekin Area convention and Visitors Bureau outlined what they intend to do for the city this year and asked for $25,000 for their contract with $5,000 being attributed to a video.

Troy Tarter from Pekin Pride Soccer Club discussed the 5th annual Tony Fulk Memorial Classic and indicated that they have increased room nights. They would request the possibility of the City being a Presenting Sponsor. They were awarded $5,000 last year.

Steve Bresnahan with Pekin Downtown Super Cruise told the committee that they have discontinued Bike Night and requested an additional $3500 for a celebrity appearance.

Scott Phegley with AJGA asked for their $1500 Grant along with another $750 for the ice trailer.

Brian Wonders from Avanti's Event Center outlined coming events.

Alisha Dault from Miller Center asked for $10,000 for marketing for the Farmers Market.

Unfinished Business

6.1. 2024 Calendar of Events

Amy McCoy enumerated the events to appear on the Discover Pekin website.

6.2. Bicentennial Celebrations

The Pekin Bicentennial website is up and is to be attached to the Discover Pekin website.

New Business

7.1. Fiscal Year 2024-2025 Budget Recommendations

Amy McCoy noted that the City's finance director has recommended the Committee submit a list of things that we normally sponsor to be included in the entire budget so that each one does not have to come before City Council throughout the year. Amy McCoy will prepare a list for the Committee to vote on at its next meeting. The Twisted Cat fishing tournament has a $5,000 ask, and, with the high school stadium being closed, an additional $10,000 will be needed for the fireworks show.

7.2. A Motion to Approve the 2024 Tourism Committee Regular Meeting Schedule

Cindy Galyean moved to approve the Tourism Committee 2024 meeting schedule as presented, seconded by Amy McCoy. Motion passed by voice vote.

Any Other Business To Come Before The Committee

None

Adjourn

Amy McCoy made a motion to adjourn, seconded by Cindy Galyean. Motion passed by voice vote.

CITY OF Pekin ILLINOIS

REQUEST FOR COUNCIL ACTION

Agenda Date:	March 4, 2024
To:	Members of the Tourism Committee
From:	Joshua Wray, Economic Development Director

AGENDA ITEM: Tourism Fund Monthly Financial Report

DESCRIPTION:

Revenue Through January (9 months)
Budget: $369,400
TYD: $270,665
% of Budget: 73.3%

Expenses Through January (9 months)
Budget: $226,030
TYD: $136,888
% of Budget: 60.6%

General Ledger
Non General Fund Revenue vs Expense Detail

City Of Pekin
111 S. Capitol
Pekin, IL 61554

User: jlwray@ci.pekin.il.us
Printed: 2/28/2024 11:13:39 AM
Period 01 - 09
Fiscal Year 2024

Acccount Number	Description	Budget	Current Month	Year to Date	Balance	% Budget
208	**Tourism**					
208-208-411005	Home Rule Motel Tax	360,000.00	266,709.42	266,709.42	93,290.58	74.09
	Taxes	**360,000.00**	**266,709.42**	**266,709.42**	**93,290.58**	**74.09**
208-208-442500	Federal Grants	0.00	0.00	0.00	0.00	0.00
208-208-442600	State Grants	0.00	0.00	0.00	0.00	0.00
	Intergovernmental	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
208-208-463500	Late Payment Penalty	4,500.00	190.87	190.87	4,309.13	4.24
208-208-463600	Interest Charges	1,600.00	38.17	38.17	1,561.83	2.39
	Fines And Forfeitures	**6,100.00**	**229.04**	**229.04**	**5,870.96**	**3.75**
208-208-490100	Interest Earnings	800.00	226.49	226.49	573.51	28.31
	Investment Earnings	**800.00**	**226.49**	**226.49**	**573.51**	**28.31**
208-208-493600	Training Reimbursements	0.00	0.00	0.00	0.00	0.00
208-208-498700	Farmer's Market Revenue	0.00	0.00	0.00	0.00	0.00
208-208-499201	Tourism Contributions	0.00	3,500.00	3,500.00	-3,500.00	0.00
208-208-499800	Miscellaneous Receipts	2,500.00	0.00	0.00	2,500.00	0.00
	Other Revenue	**2,500.00**	**3,500.00**	**3,500.00**	**-1,000.00**	**140.00**
208-208-492100	Loan Proceeds	0.00	0.00	0.00	0.00	0.00
	Debt Proceeds	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
208-208-511600	Salary All Personnel	12,261.00	7,986.03	7,986.03	4,274.97	65.13
208-208-515000	Overtime	0.00	0.39	0.39	-0.39	0.00
208-208-515500	Vacation Pay	1,300.00	784.01	784.01	515.99	60.31
208-208-515600	Holiday Pay	400.00	330.83	330.83	69.17	82.71
208-208-515800	Sick Pay	75.00	121.55	121.55	-46.55	162.07
208-208-516700	Wellness Program	0.00	0.00	0.00	0.00	0.00
208-208-517000	Oasdicity Share 6.2%	870.00	526.43	526.43	343.57	60.51
208-208-517001	Medicarecity Share 1.45%	204.00	122.21	122.21	81.79	59.91
208-208-517401	IMRF	1,020.00	541.58	541.58	478.42	53.10
208-208-518000	Group Insurance	2,400.00	1,161.11	1,161.11	1,238.89	48.38
208-208-518300	Workers Comp Insurance	0.00	0.00	0.00	0.00	0.00
	Personnel	**18,530.00**	**11,574.14**	**11,574.14**	**6,955.86**	**62.46**
208-208-519000	Training And Education	0.00	0.00	0.00	0.00	0.00
	Training & Education	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

Acccount Number	Description	Budget	Current Month	Year to Date	Balance	% Budget
208-208-520200	Office Supplies	0.00	0.00	0.00	0.00	0.00
208-208-520400	Postage	0.00	0.00	0.00	0.00	0.00
208-208-598505	Special Events	0.00	0.00	0.00	0.00	0.00
	Supplies & Materials	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
208-208-550300	Telephone	0.00	0.00	0.00	0.00	0.00
208-208-551600	Dues And Subscriptions	47,500.00	47,500.00	47,500.00	0.00	100.00
208-208-559900	Receivable Charge Off	0.00	0.00	0.00	0.00	0.00
208-208-560500	Consulting Services	76,000.00	46,469.09	46,469.09	29,530.91	61.14
208-208-560600	Corporate Counsel Fees	0.00	0.00	0.00	0.00	0.00
208-208-561200	Engineering Fees	0.00	0.00	0.00	0.00	0.00
208-208-569000	Other Contractual Service	0.00	2,799.97	2,799.97	-2,799.97	0.00
208-208-573100	Grants	0.00	0.00	0.00	0.00	0.00
208-208-583000	Loan Agreements	0.00	0.00	0.00	0.00	0.00
208-208-591200	Developer Agreement Payments	0.00	0.00	0.00	0.00	0.00
208-208-598100	Public Relations	0.00	394.94	394.94	-394.94	0.00
	Contractual Services	**123,500.00**	**97,164.00**	**97,164.00**	**26,336.00**	**78.68**
208-208-580201	Land Improvements	0.00	0.00	0.00	0.00	0.00
	Capital Outlay	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
208-208-518700	Mileage	0.00	0.00	0.00	0.00	0.00
208-208-551000	Printing And Publications	0.00	0.00	0.00	0.00	0.00
208-208-554200	Meals Lodging	0.00	0.00	0.00	0.00	0.00
208-208-590600	Bank fees	0.00	0.00	0.00	0.00	0.00
208-208-597700	Sponsorships	74,000.00	19,296.80	19,296.80	54,703.20	26.08
208-208-598500	Farmer's Market Expense	10,000.00	0.00	0.00	10,000.00	0.00
208-208-599000	Miscellaneous	0.00	8,852.85	8,852.85	-8,852.85	0.00
	Other Expenditures	**84,000.00**	**28,149.65**	**28,149.65**	**55,850.35**	**33.51**
208-208-590400	Interest Paid	0.00	0.00	0.00	0.00	0.00
208-208-591400	Loan Payments	0.00	0.00	0.00	0.00	0.00
	Debt Service	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
208-208-520277	Transfer to BDD	0.00	0.00	0.00	0.00	0.00
	Transfers To Other Funds	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
208	**Tourism**	**143,370.00**	**133,777.16**	**133,777.16**	**9,592.84**	**93.31**
208	**Tourism**	**143,370.00**	**133,777.16**	**133,777.16**	**9,592.84**	**93.31**
Revenue Total		**369,400.00**	**270,664.95**	**270,664.95**	**98,735.05**	**73.2715**
Expense Total		**226,030.00**	**136,887.79**	**136,887.79**	**89,142.21**	**60.5618**
Grand Total		**143,370.00**	**133,777.16**	**133,777.16**	**9,592.84**	**0.9331**

REQUEST FOR COUNCIL ACTION

Agenda Date:	March 4, 2024
To:	Members of the Tourism Committee
From:	Joshua Wray, Economic Development Director

AGENDA ITEM:	Consideration of an Overnight Visitors Grant to be Awarded to Mid-South Illinois Tennis Association

DESCRIPTION: The guidelines for the approval of overnight visitors grants pursuant to City Code Section 2-6-6-7 shall be as follows:

a. The appropriate application must be completed.
b. If the application requests reimbursement for advertising expenses, the City of Pekin must be acknowledged in all media and advertising. A copy of advertising showing the City of Pekin logo is required.
c. Eligible expenses are listed on the application form. Additional eligible expenses will be decided by the Committee on a case-by-case basis.
d. Non-eligible expenses include, but are not limited to, employee payroll, utilities, and equipment purchases.
e. Grants are considered as long as money is available in the fiscal budget.
f. Individual grants shall not exceed one-third of the total eligible approved expenses or $1,500.00, whichever is less. No organization may receive more than $18,000.00 in aggregate grant awards in a fiscal year (May 1 to April 30th).
g. Application for reimbursement of expenses must be made within 60 days following the last day of the event for which the grant was approved. Receipts for reimbursable expenses must be submitted along with the application.
h. Governmental entities are not eligible for visitor grants.

Wray, Joshua L.

From: Wray, Joshua L.
Sent: Friday, March 1, 2024 1:42 PM
To: Wray, Joshua L.
Subject: FW: City of Pekin Overnight Visitors Grant

From: joannblair08@comcast.net <joannblair08@comcast.net>
Sent: Friday, February 9, 2024 3:30 PM
To: Amy McCoy <amy@pekinchamber.com>
Subject: RE: City of Pekin Overnight Visitors Grant

Hi Amy,
Here are the receipts. I do not have a receipt for the official's pay or the tennis balls. Tennis balls were from a previous event but cost/can is $3 at WalMart.

1. Official pay is $20/hour. I could have the Midwest office send you a copy of the check or have the official take a picture of it. Would that work? I work for the Midwest Office in Indianapolis.
2. I work part time but because I am running so many tournaments these days, I am paid $500 for a two-day event. I could also have the Midwest Office confirm that I will be paid $500 as well.
3. The Awards receipt shows awards purchased for this year. Only $310 was used for the Parkside tournament.
4. Even though I work for Midwest in Indianapolis, my job is to run Mid-South Illinois Adult Leagues and playoffs. My company is Mid-South Illinois Tennis Association. If we were fortunate enough to get money from the grant, a check should be made payable to Mid-South Illinois Tennis Association and mailed to:.

Patricia Bramlet | Chief Executive Officer
USTA/Midwest Section | Mid-South Illinois District
419 N. Mulberry St | Mt. Carmel, IL 62863
618.262.3372 | patricia@midsouthillinoistennis.com

USTA
MIDWEST
MID SOUTH ILLINOIS

5. Patricia could confirm the tournament director stipend and official pay as she had the Midwest Office do the payments.
6. I am planning on two events at Parkside in November!

Please let me know if you need more information and thanks again!
Joann

Joann Blair | District League Coordinator
USTA Midwest Section | Mid-South Illinois District
309-267-4000
Visit us at www.midsouthillinoistennis.com

Sent: Tuesday, February 6, 2024 2:26 PM
To: joannblair08@comcast.net
Subject: City of Pekin Overnight Visitors Grant

Hi Joann,
The City of Pekin Tourism Committee has received your application for the Overnight Visitors Grant. Prior to consideration, we will need copies of your receipts for the expenses. You can mail or email those to me.

Upon receipt, we will place the application on the next Tourism Committee Meeting agenda. Our next meeting will be held on Monday, March 4 at 5 pm at City Hall.

Let me know if you have any questions!
Amy

Amy McCoy
Executive Director
Pekin Area Chamber of Commerce
402 Court Street
Pekin, IL 61554
309.346.2106 (office)
309.369.0364 (cell)

PEKIN AREA
CHAMBER OF COMMERCE
Business Leadership • Connected Community

PINNACLE
PROMOTIONS

Dear Joann,

Thank you for your payment of $1158.97

Please keep this as your Credit Card receipt.

Pinnacle Promotions
4855 Peachtree Industrial Blvd, Suite 235
Norcross, GA 30092
1.800.351.4226

Order Number: SO345575

Customer Info: JOANN BLAIR
1310 E. 96TH STREET
SUITE 100
INDIANAPOLIS, 46240

Transaction ID: 9127534330

Date: 01-18-2024

Bill to: JOANN BLAIR
1722 VALLE VISTA
PEKIN,IL 61554

CC #: ***********4685

TOTAL: 1158.97

Thank you for choosing Pinnacle Promotions.
** Please don't reply to this automated message. **

45 State Champions	$579.48	State Combo	
	$310	**24 were used for State Combo**	**Feb. 3 & 4 at Parkside**
	$269. 48	21 will be used State Tri-Level	Nov. 9 &10 at Parkside
45 Sectional Champions	$579.49	Mixed 55&O Sectional	Feb. 24 & 25 - Peoria
		65&O Sectional	October 25-27- Bloomington

ORDER FORM

tadoughs

815 N. 8th Street • Pekin, IL 61554
(309) 346-5381 • www.tadoughs.com

NAME: Joann Blair

FILL DATE: 6:30 ORDER DATE: Sat February 3rd

PHONE: 3092674000

3 Dozen mixed

1 Dozen mixed Specialty

Sunset Hills Eatery
1620 Summit Drive
Pekin, IL 61554

Server: Joscelynn L	
Check #76	
Guest Count: 1	
Ordered:	2/3/24 7:01 PM
5 GLS House Pinot Grigio	$20.00
2 Donburi Asian Bowl	$22.00
Grilled Chicken	$6.00
Subtotal	$48.00
Tax	$2.96
Total	$50.96
Credit Card	Contactless
Mastercard	xxxxxxxx4685
Time	8:02 PM
Transaction Type	Sale
Authorization	Approved
Approval Code	00358B
Payment ID	gyLWhHrbntJw
Application ID	A0000000041010
Application Label	Mastercard
Card Reader	BBPOS
Amount	$50.96
+ Tip:	10.00
= Total:	60.96

x Joann Blair

tadoughs
815 North 8th Street
Pekin, IL 61554

Server: Register E	
Check #103	
Guest Count: 1	
Ordered:	2/1/24 8:20 AM
3 Mixed Dozen	$49.50
1 Specialty Dozen	$23.50
Subtotal	$73.00
Tax	$8.40
Total	$81.40
Credit Card	Contactless
Mastercard	xxxxxxxx4685
Transaction Type	Sale
Authorization	Approved
Approval Code	00159B
Payment ID	jyXjRtYFkphm
Application ID	A0000000041010
Application Label	Mastercard
Card Reader	BBPOS

Thank you!
www.tadoughs.com

Staples

3507 Court St.
Pekin, IL 61554
309-347-2664

Sale

Store: 924 Register: 5
Date: 2/2/24 Time: 10:16 AM
Transaction: 10613 Cashier: 2070190

REWARDS NUMBER 2813112378

Qty	Item	Price	Amount
	********* Order Number 2239535873*******		
	POSTERS		
1	2503349	75.00	75.00

Questions on Customer Order 2239535873
Call your local Staples Store

****

Subtotal	75.00
ILLINOIS 9.5%	7.12
Total	82.13
Mastercard	USD$82.13

Card No. : XXXXXXXXXXXX4685 [C]
Chip Read
Auth No. : 00238B
Mode.: Issuer
AID.: A0000000041010
TVR.: 0000008000
IAD.: 0110607001220000089A000000000000000F
TSI.: E800
ARC.: 3030

Staples

3507 Court St.
Pekin, IL 61554
309-347-2664

Sale

Store: 924 Register: 5
Date: 1/28/24 Time: 12:50 PM
Transaction: 10306 Cashier: 2062448

REWARDS NUMBER 3704557770

Qty	Item	Price	Amount
	1IN BLK BTR BINDER		
1	718103395984	9.99	9.99
	1IN GRN BETTER BIN		
1	718103397391	9.99	9.99
	SCOTCH MGC TP BX 1		
1	021200523793	11.99	11.99

Subtotal	31.97
ILLINOIS 9.5%	3.04
Total	35.01
Mastercard	USD$35.01

Card No. : XXXXXXXXXXXX4685 [C]
Chip Read
Auth No. : 02E13B
Mode.: Issuer
AID.: A0000000041010
TVR.: 0000008000
IAD.: 0110607001220000EB4600000000000000F
TSI.: E800
ARC.: 3030

Schnucks

Store Manager-Jason Terry
Pekin 309-347-6757

FRITO CLASSIC MP 18CT	t F	10.99
You Saved $2.20		
NAT V G/BAR SWT&SLT VPK	t F	6.99
NAT V GRAN BAR 12CT PK	t F	6.99
BANANAS	t B	
15.39 Lb @ 1 Lb / 0.55		8.46
KIND 15CT DRK CHOC CHNK	t F	8.69

Rewards account accepted
*********** Sale Subtotal*** 42.12
LoTax 1.000 0.42
************** Total Sale*** 42.54
Account No.:************4685
Appr No.:000009
*** CREDIT CARD 42.54

Savings Summary
Reduced Price Savings 2.20

****
YOU SAVED $2.20
****

***4685
Ref No: 000009
[illegible]4
[illegible]008000
[illegible]cation performed.

INSHOP

Jimmy Johns #2870
2925 Court Street
309-353-49[illegible]

02-03-2024 Chk# [illegible] 11:24 [illegible]M
Tkr 435 Reg# 2 [illegible]

#8 Billy C	7.69
Subtotal	7.69
Sales Tax (11.5%)	0.88
Total	$8.57

*** PAID ***

Cash Amt: 20.00 Change: 11.43

Parkside Fitness

1701 Court Street
Pekin, IL 61554

Phone: 309-347-6644
Fax: 309-347-4472
E-mail: kknox@pekinparkdistrict.org

Invoice

Invoice #:
Invoice Date:
Customer ID: USTA

Bill To:

USTA
c/o Joann Blair
1722 Valle Vista
Pekin, IL 61554

Ship To:

USTA
c/o Joann Blair
1722 Valle Vista
Pekin, IL 61554

Date	Your Order #	Our Order #	Sales Rep.	FOB	Ship Via	Terms	Tax ID
2/5/24			*Keith Knox*				

Quantity	Item	Units	Description	Discount %	Taxable	Unit Price	Total
30 hours			*Court Rental– USTA State Combo*			*$20.00/ct. hr.*	*$600.00*
						Subtotal	*$600.00*
						Tax	
						Shipping	
						Miscellaneous	
						Balance Due	*$600.00*

REMITTANCE
Customer ID:
Date:
Amount Due:
Amount Enclosed:

CITY OF Pekin ILLINOIS

REQUEST FOR COUNCIL ACTION

Agenda Date:	March 4, 2024
To:	Members of the Tourism Committee
From:	Joshua Wray, Economic Development Director

AGENDA ITEM: Consideration of a Recommendation of Revenue and Spending Plan for the Pekin Bicentennial

DESCRIPTION: The Pekin Bicentennial Committee has requested Tourism funding to support expenditures related to the Bicentennial. The Chamber has also forwarded information for street banners for the Bicentennial (attached). Staff's plan is to ask the City Council for a budget amendment to add revenue and spending to the current budget for any items to be done prior to May 1. Anything to be done after May 1 can be included in the Tourism Committee's recommended budget for FY25, but Council would like some inclination of what that future budget request will be when the budget amendment for this year goes before them.

Known requests for Bicentenntial related activities are as follows:

<u>Potential Revenue</u>
Book Sale Proceeds - $13,000
Street Pole Banner Sponsorships - $15,000

<u>Potential Expenses</u>
Book Publication - $13,000
Street Pole Banners - $10,650

ACTION NEEDED: Determine a revenue and expense plan to be taken before Council at its next meeting.

Pekin Bicentennial Pole Banners
Cost Estimate
February 12, 2024

Pole banners placed throughout Pekin would have the ability to engage residents and visitors alike. These banners would be strategically placed on street poles and light fixtures and serve as eye-catching landmarks that capture the attention of all who pass by, motivating visitors to extend their stay and spend more money in the destination. Their vibrant colors and appealing graphics create a sense of pride and unity among residents while conveying key messages, promoting local events, and reinforcing community identity and branding.

The primary goal of the banners is to celebrate and honor Pekin's Bicentennial. The following logo will be incorporated into the design along with specific accomplishments and famous people highlighted. Banners sponsorships could be sold to include business names at the bottom to help pay for these. If sold at $500 each, a net profit of $4,350 would result. These dollars could potentially go into the 4th of July fireworks fund.

Strategic banner placement in high-traffic areas ensures that the message reaches a diverse audience, making them a powerful and cost-effective means of communication in the heart of the community.

Project Details:
Single-Hung Mesh Pole Banners
Qty: 30
(6) versions

W: 24 in
H: 36 in
Double Sided
3" Pole Pockets
Banners can remain up for multiple years, even after the Bicentennial takes place.

Budget Estimate:

Creative Concept, Design and Final Art (6 designs @ $450 each) ……………………………………….$2,700
(including typesetting sponsor names on the designs)

Banner Production (30 pole banners @ $125 each)……………………………………………………………$3,750

Hardware (30 at $140 each)………………………………………………………………………………………….. $4,200

Project Total $10,650

APPROVAL____ DATE______________

NOTE: Plus tax and shipping. Each activity is limited to a set number of hours. Quoted price is valid for 60 days and E.W. McDaniels, Inc. (dba McD Digital) reserves the right to submit a new estimate for any change in specifications. This estimate is based on a set number of project hours. If this allotment of time is exceeded, additional hours are available to be approved and invoiced. 60 days of notice is required for cancellation of this contract. All time and cost to date will be invoiced upon cancellation. By signing this document, persons whose signatures appear attest that the terms set forth in this agreement have been read and understood completely and that they agree to the terms and conditions of this proposal. The Pekin Area Chamber of Commerce will own the rights to all art and copy produced on their behalf by McDaniels Marketing.

CITY OF Pekin ILLINOIS	**REQUEST FOR COUNCIL ACTION**	
	Agenda Date:	March 4, 2024
	To:	Members of the Tourism Committee
	From:	
AGENDA ITEM:	Consideration of a Recommendation of Fiscal Year 2025 Tourism Fund Expenses	

DESCRIPTION: Amy McCoy has prepared the attached draft Tourism Fund expense budget for the Committee's consideration.

GL#	Description	2023-24 Budget	2024-25 Recommendation - DRAFT
208-208-551600	**Dues and Subscriptions**	**$47,500**	**$57,500**
	Greater Peoria Economic Development Council	$20,000	$25,000
	Peoria Area Convention & Visitors Bureau	$20,000	$25,000
	Pekin Area Chamber of Commerce	$7,500	$7,500
208-208-560500	**Consulting Services**	**$76,000**	**$30,000**
	Chamber Event Management	$12,500	$12,500
	Chamber-Tourism Staffing	$17,500	$17,500
	Tourism - Marketing Deliverables	$30,000	Move to Public Relations/Marketing
	Tourism - Event Expenses	$16,000	Move to Special Events
208-208-597700	**Sponsorships**	**$74,000**	**$81,250**
	Marigold Festival Sponsorship	$7,500	$7,500
	Beautification Committee	$5,000	$5,000
	Farmers Market Sponsorship	$10,000	$10,000
	Pekin Pride Soccer Club	$5,000	$5,000
	Disc Golf Tournament/Sunset Hills Golf Course	$1,500	$1,500
	AJGA Golf Tournament	$1,500	$2,250
	Pekin Holiday Tournament	$5,000	$5,000
	Downtown SuperCruise	$4,000	$5,000
	Fishing Tournament		$5,000
	Fireworks		$10,000
	Other Tourism Grants		$25,000
208-208-598100	**Public Relations/Marketing**	**-**	**$30,000**
	Tourism - Marketing	Budgeted in Consulting Services	$30,000
208/-208-598500	**Farmer's Market Expense**	**$10,000**	**-**
	Farmer's Market Sponsorship	$10,000	Move to Sponsorship
208-208-598505	**Special Events**	**$0**	**$70,000**
	Bicentennial Events		$50,000
	Downtown Pekin Events (5 at $4,000 each-includes Downtown Street Parties, Christmas on Court and SuperCruise)	Budgeted in Consulting Services	$20,000