City of Pekin

REGULAR TOURISM COMMITTEE MEETING
MONDAY, MAY 6, 2024
5:00 PM

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting on Monday, April 1, 2024

4. Public Input

5. Consent Agenda

5.1. Tourism Fund Monthly Financial Report

6. Unfinished Business

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

7. New Business

7.1. Motion to Recommend Renewal of SEO Contract with McDaniels Marketing

7.2. Consideration of an Overnight Visitors Grant to be Awarded for a Karate Tournament

7.3. Discussion of the Twisted Cat Fishing Tournament

7.4. Discussion of Updating the Tourism Grant Application

8. Any Other Business to Come Before the Committee

9. 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, APRIL 1, 2024 AT 5:00 PM**

Call to Order

Vice Chairperson Cindy Galyean called the Tourism Committee meeting to order at 5:00 PM in the Pekin City Hall Council Chambers.

A quorum was established:
Members present: Melanie Matthews, Amy McCoy, Josh Wray, Shawn Powers, Cindy Galyean, and Trent Reeise.

Also present: Baylee Gambetti

Approve Agenda

Trent Reeise moved to approve the agenda, seconded by Shawn Powers. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting on Monday, March 4, 2024
Amy McCoy moved to approve the minutes of March 4, 2024, as presented, seconded by Trent Reeise. Motion approved by voice vote.

Public Input

None

Consent Agenda

5.1. Tourism Fund Monthly Financial Report
Mr. Wray presented the monthly financial report of the Tourism Fund.

5.2. Review of the Proposed FY25 Tourism Fund Budget
Mr. Wray presented the proposed FY25 Tourism Fund budget.

Josh Wray moved to approve the consent agenda, seconded by Shawn Powers. Motion approved by voice vote.

Unfinished Business

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

Amy McCoy noted we are still waiting for some documentation from the applicant.

Josh Wray moved to postpone this item until the next Tourism Committee meeting, seconded by Trent Reeise. Motion approved by voice vote.

New Business

7.1. Discussion of Tourism Plan Recap and Report

Amy McCoy discussed items being considered with plans to recap past and projections of future expenses along with marketing dollars as well as website expenditures. Josh Wray expressed the idea of funding a large project in the future since the Tourism Fund has a significant cash balance.

Any Other Business to Come Before the Committee

There was discussion of the combined event with Pekin Mainstreet on June 15. Bailey Gambetti discussed sharing resources. Amy McCoy suggested we could possibly use the September event as an Octoberfest type event with a possible bags tournament and/or chili cookoff.

Adjourn

Trent Reeise moved to adjourn the meeting at 5:39 PM, seconded by Josh Wray. Motion approved by voice vote.

CITY OF Pekin ILLINOIS

REQUEST FOR COUNCIL ACTION

Agenda Date:	May 6, 2024
To:	Members of the Tourism Committee
From:	Joshua Wray, Economic Development Director

AGENDA ITEM: Tourism Fund Monthly Financial Report

DESCRIPTION:

Revenue Through March (11 months)
Budget: $369,400
TYD: $311,060
% of Budget: 84.2%

Expenses Through March (11 months)
Budget: $226,030
TYD: $162,665
% of Budget: 72%

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: 5/2/2024 4:13:24 PM
Period 01 - 11
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	307,088.94	307,088.94	52,911.06	85.30
	Taxes	**360,000.00**	**307,088.94**	**307,088.94**	**52,911.06**	**85.30**
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	242.42	242.42	557.58	30.30
	Investment Earnings	**800.00**	**242.42**	**242.42**	**557.58**	**30.30**
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	9,397.03	9,397.03	2,863.97	76.64
208-208-515000	Overtime	0.00	0.39	0.39	-0.39	0.00
208-208-515500	Vacation Pay	1,300.00	944.82	944.82	355.18	72.68
208-208-515600	Holiday Pay	400.00	330.83	330.83	69.17	82.71
208-208-515800	Sick Pay	75.00	238.65	238.65	-163.65	318.20
208-208-516700	Wellness Program	0.00	0.00	0.00	0.00	0.00
208-208-517000	Oasdicity Share 6.2%	870.00	628.25	628.25	241.75	72.21
208-208-517001	Medicarecity Share 1.45%	204.00	145.97	145.97	58.03	71.55
208-208-517401	IMRF	1,020.00	1,622.73	1,622.73	-602.73	159.09
208-208-518000	Group Insurance	2,400.00	1,516.05	1,516.05	883.95	63.17
208-208-518300	Workers Comp Insurance	0.00	0.00	0.00	0.00	0.00
	Personnel	**18,530.00**	**14,824.72**	**14,824.72**	**3,705.28**	**80.00**
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	60,269.02	60,269.02	15,730.98	79.30
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	3,178.97	3,178.97	-3,178.97	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**	**111,342.93**	**111,342.93**	**12,157.07**	**90.16**
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	27,644.21	27,644.21	46,355.79	37.36
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**	**36,497.06**	**36,497.06**	**47,502.94**	**43.45**
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**	**148,395.69**	**148,395.69**	**-5,025.69**	**103.51**
208	**Tourism**	**143,370.00**	**148,395.69**	**148,395.69**	**-5,025.69**	**103.51**
Revenue Total		**369,400.00**	**311,060.40**	**311,060.40**	**58,339.60**	**84.2069**
Expense Total		**226,030.00**	**162,664.71**	**162,664.71**	**63,365.29**	**71.966**
Grand Total		**143,370.00**	**148,395.69**	**148,395.69**	**-5,025.69**	**1.0351**

CITY OF Pekin ILLINOIS	**REQUEST FOR COUNCIL ACTION** **Agenda Date:** May 6, 2024 **To:** Members of the Tourism Committee **From:**
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

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

tadoughs

ORDER FORM

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

NAME: Joann Blair
FILL DATE: 6:30 ORDER DATE: Sat
PHONE: 3092674000 February 3rd

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.: 0110607001220000089A0000000000000000F
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: 2002448

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
54
008000
cation performed.

INSHOP

Jimmy Johns #2870
2925 Court Street
309-353-49

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

#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

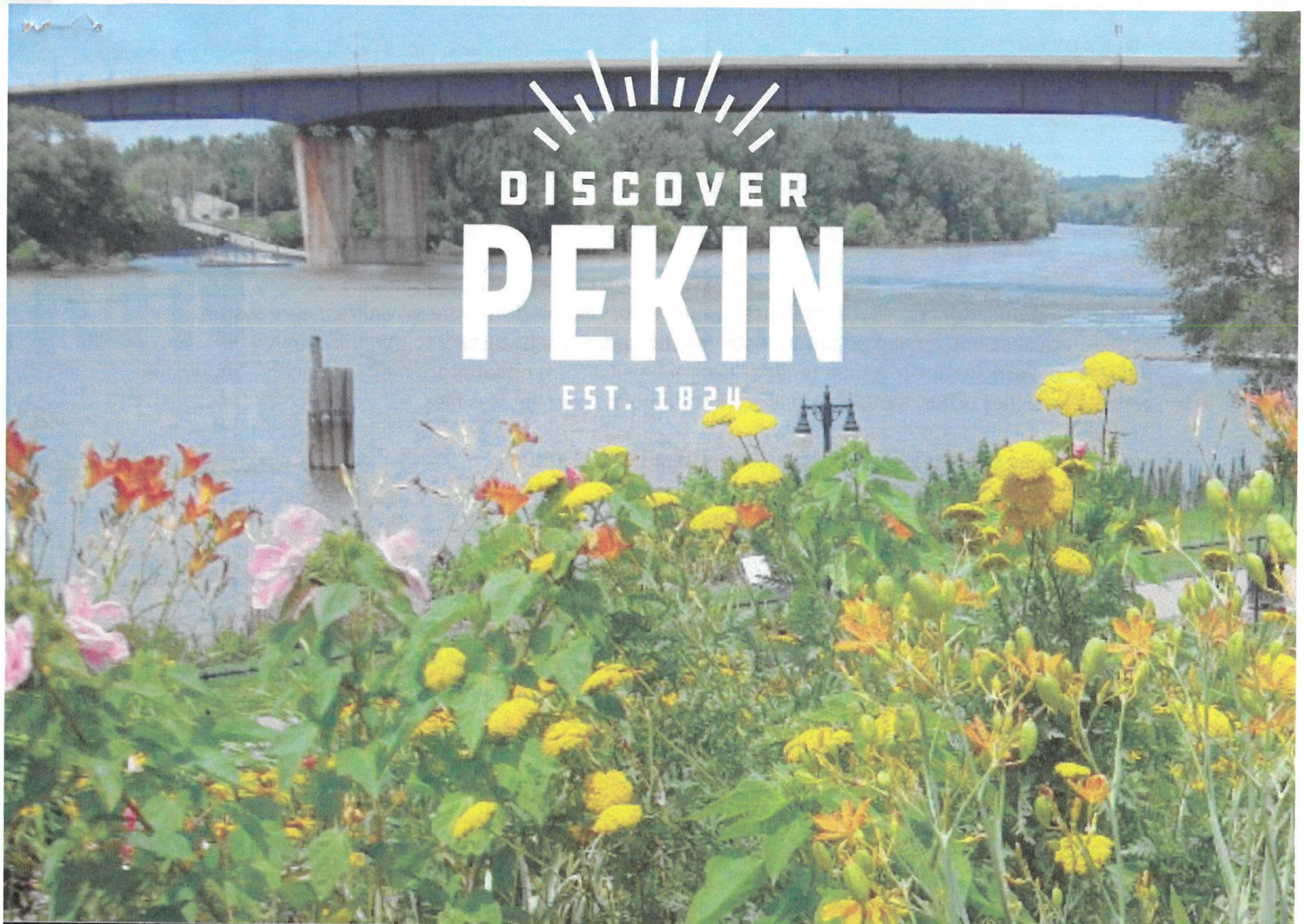
Ship To:

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

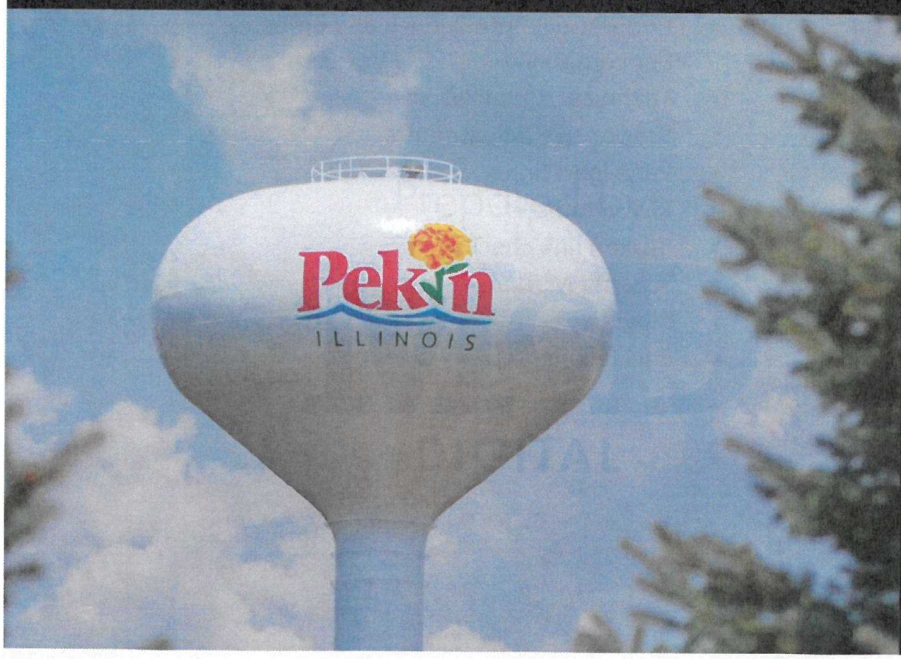
Date	Your Order #	Our Order #	Sales Rep.	FOB	Ship Via	Terms	Tax ID
2/5/24			Keith Knox				

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:



DISCOVER PEKIN
WEBSITE MAINTENANCE & SEO RENEWAL 2024



Prepared by

McD
DIGITAL

Website Maintenance

Due to the popularity and widespread use of the WordPress platform, the WordPress core system routinely pushes out version updates. Installing the updates is necessary to minimize malware infiltration. Participating in a maintenance program will ensure updates are made routinely. Should any website breaches occur, McDaniels will work to remove any malicious files.

- Regular WordPress updates as required by WordPress platform
- Priority e-mail support
- Additional training and phone support post launch
- Consultation for website improvements post initial site launch
- New Content consultation and buildout
- Some limited SEO
- Website "quick fixes" – include items that can be fixed/tweaked/created in under 15 minutes

Investing in SEO

Our Work

Your SEO program will operate quarterly. This is a collaborative program where we will work side by side with your team. At the start of each quarter, goals will be established for completion targets. Activities will be based on the monthly hours set for your program. Some activities take longer than others and therefore, some targets could extend into the following quarter. At the end of each quarter, a quarterly report will be submitted for your review.

Areas of Optimization an SEO program can include*:

- Enhanced content development for new or expanded topics
- Hummingbird page adjustments as needed
- Keyword phrase improvement on identified content pages with additional deeper content where necessary
- User experience and user interface adjustments
- Updated custom-written Title and Meta Description tags
- Custom keywords
- <H> tag adjustments
- Quarterly report development and analysis with Google Analytics and Search Console
- Input of image alt tags
- Online directory submission for Google My Business
- Link building (Internal and external)
- Competitive Intelligence and industry benchmarking
- Technical optimization
- Responsive adjustments
- Page load times
- XML sitemaps
- Broken link checks
- Schema Markup
- Blogging
- Backlinking

Client expectations and requirements:

- Assistance with setting quarterly goals.
- Review, edit, and approval of submitted content
- Directory verifications
- Review and comments on quarterly reports

Completions Last Year

1. Added Pekin Postings to menu.
2. Optimized on-page SEO on Pekin Postings page.
3. Optimize on-page SEO for recent blog posts.
4. Backlinked latest blog posts.
5. Optimized structured data for events pages.
6. Optimized internal linking strategy for blog posts.
7. Update copy on new landing page.
8. Optimized general internal linking strategy.
9. Updated church contact info.
10. Added new events.
11. Updated position tracking and site audit campaigns.
12. Added missing alt-image tags.
13. Added missing meta descriptions on events pages.
14. Resolved sitemap issues.
15. Added location to schema on events pages.
16. Fixed broken external links.
17. Built Pekin Postings blog page.
18. Keyword research.
19. Add new images to events pages.
20. Optimize on-page seo.
21. Added new events to events pages, add schema.
22. Resolved redirect loops and chains.
23. Fixed broken links.
24. Updated event copy for Pekin Marigold Festival.
25. Add and optimize meta descriptions.
26. Run site audit.
27. Add knowledge graph structured data.

Total Maintenance & SEO: May 2024 – April 2025

(4) SEO/Maintenance Hours per Month (48 total hours)..$500/month: $6,000

**Note: The Areas of Optimization section is a comprehensive list of potential optimization activities. Items will be identified based on priority and executed. This section does not imply that every activity will occur within a month or the year contract. City of Pekin retains full rights of all content developed by McD Digital.*

APPROVAL____ **DATE**______________