



**REGULAR TOURISM COMMITTEE MEETING
MONDAY, JUNE 3, 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, May 6, 2024

4. Public Input

5. Consent Agenda

5.1. Discover Peoria Quarterly Report

5.2. Tourism Fund Monthly Financial Report

6. Unfinished Business

6.1. Tourism Grant Application / Code Updates

7. New Business

7.1. 2025 Downtown Concert Series Locations

8. Any Other Business to Come Before the Committee

9. Adjourn



City of Pekin

**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, MAY 6, 2024 AT 5:00 PM**

Call to Order

Chairperson Lelonie Luft called the Tourism Committee meeting to order at 5:00 PM in the Pekin City Hall Council Chambers. A quorum was established:

Members present: Lelonie Luft, Amy McCoy, Chris Dunn, Trent Reeise, Josh Wray, Shawn Powers, Mel Matthews, and Emily Lambe

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, April 1, 2024

Trent Reeise moved to approve the minutes from the Tourism Committee Meeting on Monday, April 1, 2024, as presented, seconded by Shawn Powers. Motion approved by voice vote.

Public Input

John Ackerman provided a handout of tourism signs for the courthouse property that he would like the Tourism Committee to discuss funding.

Consent Agenda

5.1. Tourism Fund Monthly Financial Report

Josh Wray presented the monthly financial report of the Tourism Fund.

Unfinished Business

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

Trent Reeise moved to approve the Overnight Visitors Grant to be awarded to Mid-South Illinois Tennis Association in the amount of \$479.21, which is 1/3 of

their expenses, seconded by Amy McCoy. Motion approved by voice vote.

New Business

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

Representatives from McDaniels Marketing presented their prior SEO work for the City's tourism page, Discover Pekin, including metrics regarding online traffic.

Shawn Powers moved to approve renewing the SEO Contract with McDaniels Marketing, seconded by Chris Dunn. Motion approved by voice vote.

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

Amy McCoy reported that the organizer of the Karate Tournament was just seeking more information and is not applying for a grant at this time. No action was taken.

7.3. Discussion of the Twisted Cat Fishing Tournament

Organizers of the Twisted Cat Fishing Tournament have submitted a special events application to the City of Pekin. However, some items are missing. Amy McCoy will try to get the rest of the required documents.

7.4. Discussion of Updating the Tourism Grant Application

Discussion of the Tourism Grant application form took place, noting some items need to be updated. Committee members will bring their suggestions to the next meeting. The committee would like to see an online form on the website if possible.

Any Other Business to Come Before the Committee

Amy McCoy received quotes for radio advertising for upcoming events. She also talked to WGN about some promotions they are doing for communities outside of Chicago and is getting more information on that. Chris Dunn agreed to be the new secretary for the committee moving forward.

Adjourn

Trent Reeise moved to adjourn the meeting at 5:40 p.m., seconded by Josh Wray. Motion approved on voice vote.



WEEK
8/23
11 AM

Play in Peoria
Paul Joseph
Sept 9-15

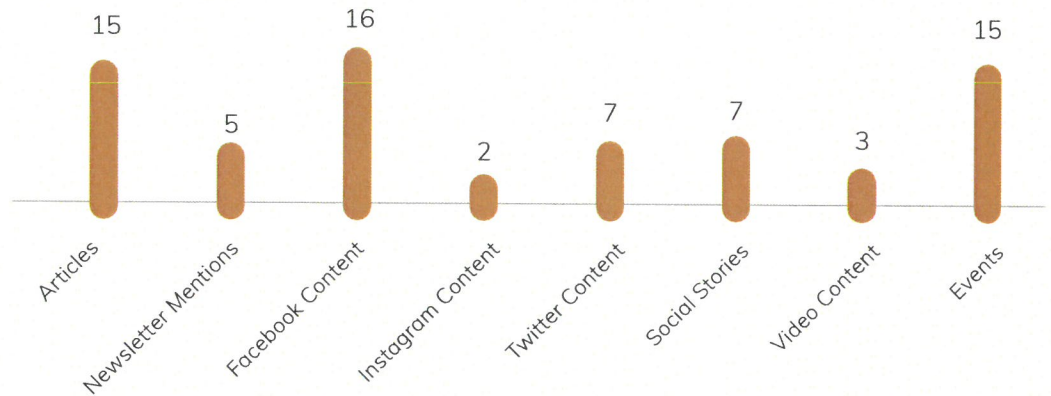
PEKIN

QUARTER REVIEW

QUARTERLY OVERVIEW

(JAN-MAR 2024)

MEDIA CONTENT



BUSINESS LISTINGS

TOUCH OF GLASS

121
VIEWS

LEO'S ART
STUDIO

171
VIEWS

TADOUGHS

266
VIEWS

TOTALS

87
LISTINGS

1,176
VIEWS

GOOGLE IMPRESSIONS

PEKIN GUN + SPORTING
GOODS

3,353
IMPRESSIONS

AVANTI'S EVENT
CENTER

4,637
IMPRESSIONS

SUNSET
LANES

5,791
IMPRESSIONS

TOTALS

55,213
IMPRESSIONS

PEKIN BLOGS

SOCIAL ENGAGEMENT

15
ARTICLES FEATURING
PEKIN



7,615
TOTAL
ARTICLE VIEWS

557,050
SOCIAL REACH

24,321
FOLLOWERS

Content		NOTES
Discover Peoria Website	156,619	Total Website Page Views
Articles	15	Blogs in which Entities + Events where featured
Newsletter Mentions	5	Total Subscribers: 15,552
Facebook Posts	16	Followers: 8,197
Instagram Posts	2	Followers: 7,017
Twitter Posts	7	Followers: 5,695
Social Stories	7	Facebook + Instagram
Video Content	3	Reels + Tiktoks
Events	15	Listed on PACVB website from 1/1/2024 - 3/31/2024

Discover Peoria's Top Pages FEATURING Pekin	Page Views
/	34,528
/events/	17,295
/things-to-do/things-to-do-with-kids/	4,473
/restaurants/	2,140
/blog/post/adventures-with-kids	1,579
Total	60,015

Pekin's TOP VIEWED Pages/events on Discover Peoria Website	Page Views
/event/gone-with-the-wine-a-murder-mystery-dinner	110
/event/pekin-restaurant-week	81
/event/drag-n-paint-shake-your-shamrocks	71
Total	262

Pekin Listings / Highest Impressions on Google	Impressions
Sunset Lanes	5791
Avanti's Event Center	4637
Pekin Gun & Sporting Goods	3353

All Articles/Blogs Featuring Pekin	Views
9 Activities to Keep the Winter Blues Away	487
Let's Roll: Bowling + Beyond in Greater Peoria	370
33 Ways to Celebrate Valentine's Day	250
Valentine's Day Events	373
Your Guide for Game Day Grub	195
Date Night Destinations	758
Presidents in Peoria	48
A Hobbyist Haven	212
25 Friday Fish Fry Recommendations	1,251
Greater Peoria Easter Egg Hunts	1,200
Women-owned in greater peoria // part 2	111
Team Building + group fun in the peoria area	141
13 Indoor Adventures with Kids	1,579
Greater Peoria's Caffeine Buzz	140
the 'hole' list of donut shops in greater peoria	500
Total	7,615

Website Business Listings	# of Listings	Views	Clicks	Impressions on Google
Hospitality + Tourism Listings	87	1,176	454	55,213

Hotels + Accomodations	Leads Sent	Room Nights Requested
Hampton Inn & Suites Pekin	6	11,220
Holiday Inn Express and Suites	6	11,220
Motel 6/ Studio 6 - Pekin	6	11,220
Super 8 Motel - Pekin	6	11,220

Social Engagement	Impressions	Following
Facebook	251,168	8,197
Instagram	181,782	7,017
LinkedIn	697	1,529
Twitter	1,990	5,695
TikTok	121,413	1,883
Total	557,050	24,321

In the span of Jan 1st - March 31st, 2024, Our social channels combined have a total of 24,321 following + reached a total of 557,050 people

Newsletter Mentions

[Jan 15 // Winter Fun in Greater Peoria](#)

[Feb 1 // Who always has a date on Valentine's Day?](#)

[Feb 15 // Discover Black-owned Businesses](#)

[March 1 // it's fish fry season in greater peoria](#)

[March 15 // Discover this pot of gold](#)

Business Listing	Views	clicks	impressions on peoria.org	impressions on google
8th Street Sweet Spot	4	4	1	604
AMC CLASSIC Pekin 14	2	4	1	3345
Anaprana Healing Studio	0	0	1	7
Artistic Community Theatre	3	1	1	162
Artistic Flowers	32	20	73	1326
Ashers Bar + Grill	9	3	1795	0
Avanti's Event Center	28	12	168	4637
BC BBQ	6	2	1	887
Blazin' A Horseback Riding and Boarding	8	9	1	207
Boating on the Lagoon	22	8	2	1044
Christmas on Court	0	0	1	0
City of Pekin	12	4	213	277
Classical Dance Academy	3	1	98	354
Classy Girl Boutique	0	0	4	272
Coffee Connection	0	0	1	0
Corner Curio	5	1	1	63
Curvy Chic Boutique	12	7	67	496
Double D's Ice Creme	14	4	17	3250
Dragonland Water Park	31	20	71	1774
East Court Village	0	0	1	0
Ernies Family Restaurant	0	2	1	179
Ewe's Treasures Resale Shop	1	0	1	141
Flores Music	2	1	1	584
Good Tequilas Mexican Grill- Pekin	3	0	27	62
Hack's Sportscards and Memorabilia	1	0	1	13
Hampton Inn & Suites Pekin	0	0	1	1045
Heritage Farmers Market	2	0	1	740
Hole in the Wall	0	0	1	0
Holiday Inn Express and Suites - Pekin	2	0	101	654
Jimbo's Jumbo	10	1	20	2974
Just Jude's Creations	2	1	1	50
Kountry Nook	4	6	4	465
Kouri's Pub Pekin	2	0	1	236
La Gondola	0	0	1	655
La Hacienda	5	0	27	10
Leaves 'n Beans Coffe // Pekin	3	0	1	5
Leo's Art Studio	171	53	2161	339
Lick Creek Golf Course	1	2	37	392
Little Ade's Bicycles	0	0	1	0
Magic Dragon Mini-Golf	0	0	1	0
Mama Made Mercantile	1	1	1	89
Maquet's Rail House	14	9	3	1539
Marigold Festival	1	0	1	524
Mashie's Pub & Eatery	0	0	1	54
McNaughton Park	7	2	14	873
Mike's Cobbler Corner	1	0	1	0
Mineral Springs Park	14	8	89	199
Motel 6/ Studio 6 - Pekin	0	0	1	320
Parkside Athletics	0	0	1	0
Parkview Golf Course	2	0	1	855
Pavillion on the Lagoon at Mineral Springs Park	3	1	89	199
Peek In Pottery	111	41	2161	556
Pekin Archers	0	0	1	0
Pekin Area Chamber of Commerce	0	0	1	351
Pekin Bass & Bow	10	5	1	710

Pekin Country Club	6	1	37	1147
Pekin Gun & Sporting Goods	26	11	1795	3353
Pekin Lake State Fish and Wildlife Area	8	1	25	377
Pekin Municipal Airport	1	0	1	243
Pekin Paintball Park	6	6	3	712
Pekin Park District	3	1	20	955
Pekin Park Trail	0	0	25	192
Pekin Riverfront and Miller Parks	2	0	25	508
Powerton Lake State Fish and Wildlife Area	0	0	1	0
R.P. Home and Harvest	0	0	1	0
Rhythm & Brews	0	0	1	0
Second Chance Treasures	0	0	1	72
Sonic Drive-In Pekin	0	0	1	0
Sunset Hills Eatery	3	6	825	48
Sunset Hills Golf Course	3	2	1	846
Sunset Lanes	96	40	8	5791
Super 8 Motel - Pekin	0	0	1	0
Tadoughs	266	69	267	746
TAiLS of a Bookworm	34	4	1	1614
TAPS No-Kill Animal Shelter	12	3	1	970
Tazewell County Board	0	0	1	24
The Bunker	3	1	1	551
The Hope Chest	0	0	1	373
The Twisted Spoke Saloon	5	2	1795	869
Touch of Glass	121	68	3	748
Udry Jewelry	0	0	1	0
Vanilla Bug Spray	1	0	73	216
Venezia Italian Bistro	0	0	1	0
Veterans Memorial Arena	8	0	3	104
Villas of Holly Brook	0	3	825	205
Whiskey Taco	0	0	1	483
Yesterday's Bar & Grill	8	3	43	548
	1176	454	13062	55213

Event Title	Start Date	Address	Host Organization Name
Mother-Son Dance	2024-02-08	3401 Griffin Ave.	
Daddy-Daughter Dance	2024-02-15	3401 Griffin Ave.	
Gone With the Wine: A Murder-Mystery Dinner	2024-01-20	3401 Griffin Ave.	Die Laughing Entertainment
Winter Book Sale	2024-01-08	301 S 4th St	
TAPS 'SPAY'ghetti Dinner	2024-02-16	3401 Griffin Ave.	TAPS No-Kill Animal Shelter
A Call To Arms at Sunset Lanes	2024-01-27	3000 Court St	
Pekin Restaurant Week 2024	2024-02-05		Pekin Area Chamber of Commerce
Stand Up for Kiwanis 2024	2024-03-09	2605 Broadway St	Kiwanis Club of Pekin
TAPS: St. Patty's Yoga with Kittens!	2024-03-17	3401 Griffin Ave.	TAPS No-Kill Animal Shelter
A Murder-Mystery Dinner	2024-03-23	3401 Griffin Ave.	Die Laughing Entertainment
Drag N' Paint Shake Your Shamrocks	2024-03-15	3401 Griffin Ave.	Drag N' Paint
St. Patrick's Day: Kitten Yoga	2024-03-17	3401 Griffin Dr	Avanti's Event Center
A Party to Die for at the Flanagan House: A Murd	2024-03-23	3401 Griffin Dr	Avanti's Event Center
Easter Egg Hunt at Sunset Hills	2024-03-30	1620 Summit Dr	Sunset Hills Eatery
Hallmark Healthcare Easter Egg Hunt	2024-03-29	2501 Allentown Road	Hallmark Healthcare of Pekin

Lead ID	Meeting Name	Account	Hotel Response Due	Hotel Responded Date	Dates	Requested RN's	Status
Hampton Inn & Suites							
Lead ID	Meeting Name	Account	Hotel Response Due	Hotel Responded Date	Arr/Dept Dates	Requested RN's	Status
C8525	2024 Conference	Illinois Department of Natural Resources	01/30/2024		May 13-16, 2024	185	Definite
C8530	2024 Peoria Notre Dame Richard Spring Invite	Peoria Notre Dame	04/30/2024	03/07/2024	Sep 20-22, 2024	700	Tentative
C8521	2025 IKWF (Illinois Kids Wrestling Federation) State Wrestling Tournament	Illinois Kids Wrestling Federation	08/31/2024		Mar 6-8, 2025	6000	Tentative
C8534	2027 Annual Messenger Assembly	American Baptist Association	02/23/2024		Jun 21-24, 2027	1415	Tentative
C8535	2027 National Conference	Care Net	03/01/2024		Aug 30-Sep 2, 2027	2770	Tentative
C8523	PFW 2024	Peoria Fashion Week	01/19/2024	01/05/2024	Apr 2-6, 2024	150	Definite
Total Number of Leads = 6 // Total Requested Room Nights = 11,220							
Holiday Inn Express & Suites							
C8525	2024 Conference	Illinois Department of Natural Resources	01/30/2024		May 13-16, 2024	185	Definite
C8530	2024 Peoria Notre Dame Richard Spring Invite	Peoria Notre Dame	04/30/2024		Sep 20-22, 2024	700	Tentative
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C8523	PFW 2024	Peoria Fashion Week	01/19/2024	01/10/2024	Apr 2-6, 2024	150	Definite
Total Number of Leads = 6 // Total Requested Room Nights = 11,220							
Motel 6 / Studio 6							
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Super 8 Motel							
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Total Number of Leads = 6 // Total Requested Room Nights = 11,220							

PEORIA

Partner: Account Recap

Date Generated: 04/19/2024
Date Filter: 01/01/2024 to 03/31/2024

City of Pekin / 1294

Status Active
Region Pekin
Address 111 S. Capitol
City Pekin
State/Province IL
Zip/Postal Code: 61554
Country: UNITED STATES
Phone: 309-478-5355
Fax: 309-346-2095
Tollfree:
Email:
Website: www.ci.pekin.il.us
Date Created: 12/08/2013 by Admin/Web
Date Last Updated: 02/13/2023 by Michael Phillips

Advertising Opportunities

Promotion	Ad Type	Amount	Ad Category	Cash Amount	Trade Amount
Insta Reel 3/28/2024	Reel	\$0.00	Default - Highlighted Sunset Hills Golf Course & Eatery + Hallmark Healthcare in social reel // We've rounded up the top Easter Egg Hunts in the Greater Peoria Area for this weekend! So grab your baskets and 'hop' to these 'egg'citing springtime celebrations, linked in bio. □	0	0
Article // Greater Peoria's Caffeine Buzz	Blog Article	\$0.00	Default - Featured Coffee Connection + leaves n' beans in article - Greater Peoria's Caffeine Buzz	0	0
Article // The Hole list of Donut Shops in Greater Peoria	Blog Article	\$0.00	Default - Featured Tadoughs in article - The Hole list of Donut shops in Greater Peoria	0	0
Article // 13 Indoor Adventures with Kids	Blog Article	\$0.00	Default - Highlighted Peek-In Pottery in blog // 13 Indoor Adventures with Kids	0	0
Social Stories 3/25/2024	Social Media	\$0.00	Default - Featured Sunset Hills Golf Course + Eatery on social story // Events on Tap	0	0
Facebook Post 3/25/2024	Facebook	\$0.00	Default - Promoted Sunset Hills Golf Course + Eatery in social post // Events on Tap	0	0
Facebook Post 3/19/2024	Facebook	\$0.00	Default - Featured Sunset Hills Golf Course & Eatery + Hallmark Healthcare in social post // Blog Post / Greater Peoria Area Easter Egg Hunts	0	0
Newsletter 3/15/2024	Email	\$0.00	Default - Featured hospitality + tourism entities in the following: BLOGS: Greater Peoria Eggs + Women-owned in Peoria part 2	0	0
Social Stories 3/14/2024	Social Media	\$0.00	Default - Promoted article " A Pizza-lover's guide to the best pies in Peoria" in social story for Pi Day // Featured in article - Maquet's Rail house + Monical's Pizza	0	0
Blog // Team Building + Group Fun in the Peoria Area	Blog Article	\$0.00	Default - Featured Pekin Paintball Park and Pekin Park District in blog // Team Building + Group Fun in the Peoria Area	0	0
Article // Easter Egg Hunts 2024	Blog Article	\$0.00	Default - Featured Sunset Hills Golf Course & Eatery + Hallmark Healthcare in article / Locally found Easter Egg hunts in Greater Peoria	0	0
Article // Women Owned in Greater Peoria Part 2	Blog Article	\$0.00	Default - Featured AnaPrana Healing Studio, Sunset Hills Golf Course + Eatery in article - Women Owned Greater Peoria / Part Two	0	0
Facebook Post 3/11/2024 A	Facebook	\$0.00	Default - Showcased Avanti's Event Center in social post // "#EventsOnTap□□ More information on these events here ➡ https://peoria.org/events/ "	0	0
Facebook Post 3/8/2024	Facebook	\$0.00	Default - Tagged in social post + featured in article (Fish Fry Recommendations) // Maquet's Rail House + Mike's cobbler Comer	0	0

3/6/2024

Boutique in social post // We believe this list serves as an excellent starting point for women-owned businesses in Greater Peoria. We are thrilled to share it to support and champion them. Here's where you can discover more about these remarkable businesses. □

Facebook Post 3/5/2024	Facebook	\$0.00	Default - Highlighted Curvy Chic Boutique in social post // We believe this list serves as an excellent starting point for women-owned businesses in Greater Peoria. We are thrilled to share it to support and champion them. Here's where you can discover more about these remarkable businesses. □ https://peoria.org/blog/post/women-owned/	0	0
Newsletter 3/1/2024	Email	\$0.00	Default - Featured events + hospitality entities in newsletter in BLOGS: Friday Fish Fry + Women-owned in Peoria / EVENTS: Kiwanis	0	0
Article // Friday Fish Fry Recommendations	Blog Article	\$0.00	Default - Featured Busy Corner Restaurant, Maquet's Rail House, Mike's Busy Corner Family Restaurant in article / Friday Fish Fry Recommendations	0	0
Article // Women Owned Businesses in Greater Peoria	Blog Article	\$0.00	Default - Featured Curvy Chic Boutique In article : Women Owned Businesses in Greater Peoria	0	0
Facebook Post 2/15/2024 A	Facebook	\$0.00	Default - Featured Yesterday's Bar + Grill and BC BBQ in social post // "There are plenty of memorable restaurants in Greater Peoria for couples to enjoy. From cozy bistros to fine dining establishments, from intimate candlelit settings to stunning views of the region —these restaurants provide the perfect ambiance for a great evening out on the town. Luckily, the Greater Peoria Area is dotted with restaurants to make you swoon. □ Valentine's Day isn't the only reason to plan a special date night, so here are some perfect hideaways for any occasion! □"	0	0
Twitter Post 2/15/2024	Twitter	\$0.00	Default - Featured Yesterday's Bar + Grill and BC BBQ in social post // The Greater Peoria Area is dotted with restaurants to make you swoon and Valentine's Day isn't the only reason to plan a special date night. Here are some perfect hideaways for any occasion! □	0	0
Newsletter 2/15/2024	Email	\$0.00	Default - Featured hospitality + Tourism entities in the following BLOG: Date Night Destinations	0	0
Article // A Hobbyist Haven	Blog Article	\$0.00	Default - Promoted THE ZONE II in article	0	0
Facebook Post 2/12/2024	Facebook	\$0.00	Default - Featured in EVENTS ON TAP // Tagged: Avanti's Event Center	0	0
Social Stories 2/12/2024	Social Media	\$0.00	Default - Reshare of EVENTS ON TAP flier // Promoted events for: Avanti's Event Center	0	0
Article // Presidents in Peoria	Blog Article	\$0.00	Default - Mentioned PEKIN in article	0	0
Facebook Post 2/9/2024	Facebook	\$0.00	Default - Tagged KOURI'S PUB in social post // Promoted "Game Day Grub" article	0	0
Twitter Post 2/9/2024	Twitter	\$0.00	Default - Promoted "Game Day Grub" article // Featured Kouri's Pub in the article	0	0
Instagram Post 2/7/2024	Instagram	\$0.00	Default - Featured Venezia Italian Bistro + The Zone in social post // Reshare of VALENTINES DAY EVENTS BLOG	0	0
Facebook post 2/7/2024	Facebook	\$0.00	Default - Tagged Venezia Italian Bistro, Vetreans Memorial Arena + The Zone in social post // Reshare of blog : 33 Ways to Celebrate Valentines Day	0	0
Article // Date Night Destinations 2024	Blog Article	\$0.00	Default - Featured YESTERDAY'S BAR + GRILL and BC BBQ in article // Date Night Destinations	0	0
Twitter Post 2/7/2024	Twitter	\$0.00	Default - Promoted article (33 Ways to Celebrate Valentines Day) in social post // The article featured: Venezia Italian Bistro, Vetreans Memorial Arena + The Zone	0	0
Facebook post 2/5/24	Facebook	\$0.00	Default - Tagged Whiskey Taco in social post // EVENTS ON TAP	0	0
Social Stories 2/5/2024	Social Media	\$0.00	Default - Promoted PEKIN RESTAURANT WEEK in social stories / Tagged Pekin Chamber	0	0
Social Stories 2/5/2024	Social Media	\$0.00	Default - Featured event for Whiskey Taco in social stories // Reshare of EVENTS ON TAP	0	0
Twitter Post 2/2/2024	Twitter	\$0.00	Default - Promoted AVANTI'S EVENT CENTER in article + shared on social post	0	0
Facebook Post 2/2/2024	Facebook	\$0.00	Default - Tagged AVANTI'S EVENT CENTER in social post // Promoted Valentines Event Blog which featured events from tagged business	0	0

Valentines Day Events	Article		at AVANTI'S EVENT CENTER in article // Valentines Day Events		
Article // 33 Ways to Celebrate Valentine's Day	Blog Article	\$0.00	Default - Promoted Venezia Italian Bistro, Veterans Memorial Arena + The Zone in article // 33 ways to celebrate Valentine's Day	0	0
Newsletter 2/1/2024	Email	\$0.00	Default - Featured entities + events in the newsletters / BLOGS: 33 Ways to Celebrate Valentines Day + Valentines's Day Events // EVENTS: Bicentennial + Restaurant Week // STAFF PICK: The Zone	0	0
Insta Reel 1/24/24	Reel	\$0.00	Default - Showcased the City of Pekin in social reel / Destination of the Year: Greater Peoria. □	0	0
Facebook Reel 1/24/2024	Reel	\$0.00	Default - Highlighted the City of Pekin in social reel / Destination of the Year: Greater Peoria. □	0	0
Social Stories 1/24/2024	Social Media	\$0.00	Default - Promoted Discover Pekin in social story / Repost of Destination of the Year Reel	0	0
Facebook Post 1/23/2024	Facebook	\$0.00	Default - Promoted Striketown Bowl and Sunset Lanes in social post / Have some 'spare' time? Give bowling a try! Even if bowling isn't your sport of choice, you'll find a variety of activities at these local establishments. □	0	0
Twitter Post 1/23/2024	Twitter	\$0.00	Default - Highlighted Striketown Bowl and Sunset Lanes in social post / Have some 'spare' time? Give bowling a try! Even if bowling isn't your sport of choice, you'll find a variety of activities at these local establishments. □	0	0
Article // Let's Roll: Bowling 2024	Blog Article	\$0.00	Default - Promoted Sunset Lanes + Striketown Bowl in article // Let's Roll: Bowling + Beyond	0	0
Facebook Post 1/16/2024	Facebook	\$0.00	Default - Featured Leo's Art Studio, Veteran Memorial Arena, Pekin Lagoon, Pekin Park District, and Mineral Springs Park in social post / Embrace the snow and get outside to enjoy the best of what winter in Greater Peoria has to offer! We've listed nine activities the whole family will be sure to enjoy. Bundle up and brave the cold to make lasting memories in our local communities.	0	0
Twitter Post 1/16/2024	Twitter	\$0.00	Default - Featured Leo's Art Studio, Veteran Memorial Arena, Pekin Lagoon, Pekin Park District, and Mineral Springs Park in social post / Embrace the snow and get outside to enjoy the best of what winter in Greater Peoria has to offer! We've listed nine activities the whole family will be sure to enjoy. Bundle up and brave the cold to make lasting memories in our local communities. □ □ 🌨 □	0	0
Newsletter 1/15/2024	Email	\$0.00	Default - Featured Entities + Events in the following BLOGS: 9 Activities to Keep the Winter Blues Away + Gameday Grub / EVENT: A Murder Mystery Dinner	0	0
Facebook Post 1/15/2024	Facebook	\$0.00	Default - Showcased Sunset Lanes in social post / #EventsOnTap □ -- More information on these events + submit your events here ➡ https://peoria.org/events/	0	0
Facebook Post 1/11/2024	Facebook	\$0.00	Default - Promoted Striketown Bowl and Sunset Lanes in social post / #ThrowbackThursday Only strikes were made with this group at Mt. Hawley Bowl and Castle Golf! □ -- Test your skills at any of these bowling alleys -> https://peoria.org/blog/post/bowling/ □	0	0
Instagram Post 1/11/2024	Instagram	\$0.00	Default - Showcased Striketown Bowl and Sunset Lanes in social post / #ThrowbackThursday Only strikes were made with this group at Mt. Hawley Bowl and Castle Golf! □ -- Test your skills at any of these bowling alleys -> https://peoria.org/blog/post/bowling/ □	0	0
Facebook Post 1/8/2024	Facebook	\$0.00	Default - Showcased Peek In Pottery in social post / #EventsOnTap #□ -- More information on these events. ➡ https://peoria.org/events/	0	0
Social Stories 1/8/2024	Social Media	\$0.00	Default - Highlighted Peek In Pottery in social story / Events on Tap	0	0
Article // 9 Winter Activies to Keep Away the Winter Blues	Blog Article	\$0.00	Default - Promoted Leo's Art Studio, Veteran Memorial Arena, Pekin Lagoon, Pekin Park District + Mineral Springs Park in article // 9 Winter Activities to keep away the winter blues	0	0

General Ledger
Non General Fund
Revenue vs Expense
Detail



City Of Pekin
111 S. Capitol
Pekin, IL 61554

User: jlway@ci.pekin.il.us
Printed: 5/31/2024 9:53:00 AM
Period 01 - 12
Fiscal Year 2024

Account Number	Description	Budget	Current Month	Year to Date	Balance	% Budget
208	Tourism					
208-208-411005	Home Rule Motel Tax	360,000.00	310,517.16	310,517.16	49,482.84	86.25
	Taxes	360,000.00	310,517.16	310,517.16	49,482.84	86.25
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	250.24	250.24	549.76	31.28
	Investment Earnings	800.00	250.24	250.24	549.76	31.28
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	1,975.00	1,975.00	525.00	79.00
	Other Revenue	2,500.00	5,475.00	5,475.00	-2,975.00	219.00
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	10,124.31	10,124.31	2,136.69	82.57
208-208-511601	Admin Cost Allocation	0.00	0.00	0.00	0.00	0.00
208-208-515000	Overtime	0.00	0.39	0.39	-0.39	0.00
208-208-515500	Vacation Pay	1,300.00	987.79	987.79	312.21	75.98
208-208-515600	Holiday Pay	400.00	330.83	330.83	69.17	82.71
208-208-515800	Sick Pay	75.00	303.36	303.36	-228.36	404.48
208-208-516700	Wellness Program	0.00	0.00	0.00	0.00	0.00
208-208-517000	Oasdicity Share 6.2%	870.00	678.62	678.62	191.38	78.00
208-208-517001	Medicarecity Share 1.45%	204.00	157.76	157.76	46.24	77.33
208-208-517401	IMRF	1,020.00	1,677.25	1,677.25	-657.25	164.44
208-208-518000	Group Insurance	2,400.00	1,694.02	1,694.02	705.98	70.58
208-208-518300	Workers Comp Insurance	0.00	0.00	0.00	0.00	0.00
	Personnel	18,530.00	15,954.33	15,954.33	2,575.67	86.10
208-208-519000	Training And Education	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget	Current Month	Year to Date	Balance	% Budget
	Training & Education	0.00	0.00	0.00	0.00	0.00
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	7,682.00	7,682.00	-7,682.00	0.00
	Supplies & Materials	0.00	7,682.00	7,682.00	-7,682.00	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	60,769.02	60,769.02	15,230.98	79.96
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	4,379.20	4,379.20	-4,379.20	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	113,043.16	113,043.16	10,456.84	91.53
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	143,294.89	143,294.89	75.11	99.95
208	Tourism	143,370.00	143,294.89	143,294.89	75.11	99.95
Revenue Total		369,400.00	316,471.44	316,471.44	52,928.56	85.6717
Expense Total		226,030.00	173,176.55	173,176.55	52,853.45	76.6166
Grand Total		143,370.00	143,294.89	143,294.89	75.11	0.9995



REQUEST FOR COUNCIL ACTION

Agenda Date: June 3, 2024
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Tourism Grant Application / Code Updates

DESCRIPTION: At the Committee's last meeting, the group discussed changes to the tourism grant program and the Tourism code regulations. Staff has prepared recommended code language for the Committee's consideration. Major changes include:

- Reduction in Committee size from 11 to 7 by removing City staff from the voting membership
- Refining the grant guidelines section to be applicable to general tourism grants rather than overnight visitors and community events.
- Adding a section for recommending community event sponsorships in the annual budget, as was done this year.
- Removing beautification responsibilities.

The two existing grant applications are attached, and staff seeks the Committee's direction on how to change these (and potentially consolidate them).



COMMUNITY EVENT GRANT

PURPOSE/FUNCTION: The purpose of this Committee is to promote the growth of tourism and convention related business within or near the City of Pekin and to encourage an overnight stay.

Pekin Visitor's Bureau Grant (for community events and non-profit events only)

Name of Organization: _____

Title of Event: _____

Contact Person: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____

Date of Event: _____

Summary of Event: _____

1. Number of adult attendees that were not residents: _____

How did you document this to arrive at the above total?

2. Budget: _____

INCOME		
Name/item	Total	Cost - Formula
Example: Registration	\$500.00	10 teams x \$50 a team
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	



EXPENSES-ELIGIBLE FOR REIMBURSEMENT

Attach invoice for eligible expenses

Name/item	Total	Cost - formula
Advertisement (copy must be attached including Visitors Enjoy Pekin logo)	\$	
Awards	\$	
Postage	\$	
Printing	\$	
Location Rental	\$	
Equipment Rental	\$	
Security	\$	

OTHER EXPENSES SUBMITTED FOR CONSIDERATION OR REIMBURSEMENT

Name/item	Total	Cost - formula
	\$	
	\$	
	\$	
	\$	
	\$	

NOTES:

Office use only:

Prior to this request, approved grants for fiscal year-to-date:_____

Income:\$_____ Expenses:\$_____ Divided by 3 = (eligible grant) \$_____



Pekin Visitor's Bureau Grant (for community events hosted by non-profits only) Follow-up Report: due after the event.
Event:
Event Host:
Date:
Summary of Event:
Goal of Event:
Profits to be used for:
Location:
Number of Attendees:
Out of town Attendees:
Local Vendors used:
Hotel stays:



GUIDELINES: The guidelines shall be as follows:

Enjoy Pekin (Community Event Grant)

1. The appropriate application must be completed.
2. Eligible expenses are listed on the application form. Additional eligible expenses will be considered by the Committee on a case by case basis.
3. Non eligible expenses (non-inclusive): Employee payroll, Utilities, Equipment purchases.
4. Grants are considered as long as money is available in the fiscal budget.
5. If a profit is made, the organization is eligible for 1/3rd of eligible expenses or \$1,000 (whichever is less).
6. If a profit is not made, than the grant amount will not exceed 1/3rd of eligible approved expenses or up to \$1,500.00 (whichever is less). The total profit after the grant is awarded cannot exceed \$1,000.00.
7. There is a cap of \$5,000.00 per organization for a fiscal year (May 1 to April 30th).
8. Grants should be submitted no more than 90 days past the event.
9. If event is cancelled, the expenses become ineligible and grant dollars will not be issued. If event is rescheduled, submit new date to City Hall Administration 309-477-2300, grant will apply to event.

Ord. No. 2375 (05-24-04)

Ord. No. 2474-06/07 (05-08-06)

Ord. No. 2557-08/09 (06-09-08)

Ord. No. 1140-16/17 (6-26-17)



Overnight Visitors Grant

PURPOSE/FUNCTION: The purpose of this grant support by Hotel/Motel tax dollars is to promote the growth of tourism, sports, events and convention related business within or near the City of Pekin that generates overnight hotel stays.

Enjoy Pekin's Grant (for tourism activity generating overnight visitors)

Name of Organization: _____

Title of Event: _____

Contact Person: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____

Date of Event: _____

Summary of Event: _____

1. Number of adult attendees that were not residents: _____
2. How did you document this to arrive at the above total? _____
3. Number of Pekin Hotel rooms used by event participants? _____
4. Budget: _____
5. Eligible Expenses: _____

Hotel	Number of Rooms	Number of Nights	Signature Hotel Rep.
Concorde Inn & Suites			
Holiday Inn Express			
Mineral Springs Motel			
Super 8 Motel			
Econolodge			
Other			
Total:			



INCOME		
Name/Item	Total	Cost-Formula
Example: Registration	\$500.00	10 teams x \$50 a team

EXPENSES-ELIGIBLE FOR REIMBURSEMENT

Attach invoice for eligible expenses

Name/Item	Total	Cost-Formula
Advertisement (copy much be attached)	\$	
Awards	\$	
Postage	\$	
Printing	\$	
Location Rental	\$	
Equipment Rental	\$	
Security	\$	

OTHER EXPENSES SUBMITTED FOR CONSIDERATION OR REIMBURSEMENT

Name/Item	\$	Cost-Formula

OFFICE USE ONLY:

Prior to this request, approved grants for fiscal year-to-date:_____

Income:\$_____ Expenses:\$_____ Divided by 3 = (eligible grant) \$_____



GUIDELINES: The guidelines shall be as follows:

Enjoy Pekin (Overnight Visitors)

1. The appropriate application must be completed.
2. Eligible expenses are listed on the application form. Additional eligible expenses will be considered by the Committee on a case by case basis.
3. Non eligible expenses are listed on the application form. Additional eligible expenses will be considered by the Committee on a case by case basis.
4. Grants are considered as long as money is available in the fiscal budget.
5. If a profit is made, the organization is eligible for 1/3rd of eligible expenses or \$1,000 (whichever is less).
6. If a profit is not made, than the grant amount will not exceed 1/3rd of eligible approved expenses or up to \$1,500.00 (whichever is less). The total profit after the grant is awarded cannot exceed \$1,000.00.
7. There is a cap of \$20,000.00 per organization for a fiscal year (May 1 to April 30th).
8. Grants should be submitted no more than 90 days past the event.
9. If event is cancelled, the expenses become ineligible and grant dollars will not be issued. If event is rescheduled, submit new date to City Hall Administration 309-477-2300, grant will apply to event.

Ord. No. 2375 (05-24-04)

Ord. No. 2474-06/07 (05-08-06)

Ord. No. 2557-08/09 (06-09-08)

Ord. No. 1140-16/17 (6-26-17)



Enjoy Pekin Grant (for Overnight Visitor's Grant events hosted by non-profits only)

Follow-up Report: Due after the event.

Event:
Event Host:
Date:
Summary of Event:
Goal of Event:
Profits to be used for:
Location:
Number of Attendees:
Out of Town Attendees:
Local Vendors Used:
Hotel/Motel Stays:

DIVISION 6. - PEKIN TOURISM COMMITTEE

Sec. 2-6-6-1. - Creation.

There is hereby created a Committee which shall be known as the Pekin Tourism Committee.

Sec. 2-6-6-2. - Composition; terms; officers.

- (a) The Committee created by Section 2-6-6-1 above shall consist of ~~11 voting members~~ 7 voting members. All members shall be appointed by the Mayor with the consent of the Council. Voting members shall include ~~the City Manager or designee, one representative from each of the Pekin Fire Department, the Pekin Economic Development Department, the Pekin Library District,~~ the Pekin Chamber of Commerce, and one representative from the Pekin Park District, four at-large representatives, and one representative from the hotel industry within the City⁵. The Committee may, at its discretion, also include other community organizations, citizens, or City staff in the discussion of agenda items; however, only the ~~11~~ 7 aforementioned members shall be entitled to vote on matters before the Committee. The Mayor shall be an ex-officio member
- (b) All ~~non-city employee voting~~ members of the Committee shall serve for a two-year term or at the pleasure of the Mayor.
- (c) The Mayor shall appoint a voting member as chairperson, with the consent of the City Council, for a term concurrent with that member's term of regular membership. The Chairperson shall appoint from the voting members a Vice Chairperson and a Secretary. The Secretary shall be responsible for recording the minutes of meetings of the Committee.
- ~~(d) The Committee shall make recommendations to the City Council for the expenditure of funds in excess of the authority set forth in this Section. The Director of Economic Development, or designee, shall serve as the primary staff person to the Committee.~~

Sec. 2-6-6-3. - Members; meetings; quorum.

The Committee shall advise the Council regarding the establishment of by-laws and rules in conformity with the authority granted herein or by statute. The Committee shall meet a minimum of four times per year or by special call by ~~six~~ four or more members. A quorum shall consist of ~~six~~ four or more voting members. Any matter before the Committee shall require the affirmative vote of a simple majority of voting members present at the meeting in order to pass. The Committee shall keep minutes of its proceedings, which shall include record of official actions on the approval of grants ~~of \$1,500.00 or less~~. The Committee shall submit to the City ~~Council Clerk~~ minutes of all meetings.

Sec. 2-6-6-4. - Purpose; function; duties.

- (a) The purpose of this Committee is to promote the growth of tourism, events and convention- related business within or near the City of Pekin and to encourage overnight stays in Pekin. ~~In addition, the~~

~~Committee will plan, organize and implement various City-wide beautification efforts that help promote Pekin as a safe, progressive and attractive community in which to live, work and conduct business.~~

(b) The Committee shall have the following duties:

- (1) Administer the tourism grant program.
- (2) Maintain and distribute all tourism-related promotional publications (including brochures, fliers, folders, inserts, etc.).
- (3) ~~Maintain~~ Advise the City staff on the content and design of the City's Enjoy Pekin tourism website and ~~other tourism and beautification~~ related social media accounts.
- (4) Create ~~and place~~ advertisements for City events and programs in various publications.
- (5) Plan, coordinate and execute through City staff various City-sponsored events throughout the year, as well as provide event planning and marketing assistance to other organizations and businesses as deemed appropriate by the Committee.
- (6) ~~Plan, coordinate and execute various beautification efforts throughout the year, as well as provide beautification planning and other forms of assistance to other local organizations and businesses and deemed appropriate by the Committee.~~

Sec. 2-6-6-5. - Expenditures.

- (a) The programs and activities organized and implemented by the Committee pursuant to this Chapter shall be funded solely through revenues received from the City's hotel/motel tax.
- (b) The Committee shall be authorized to approve grants in furtherance of its function and duties pursuant to this Chapter in the amount of \$1,500.00 or less, within the overall parameter of the ~~Committee's~~ City's annual budget and in compliance with state statutes on uses for hotel/motel tax dollars. All grants that exceed \$1,500.00 shall be presented to the City Council for approval.
- ~~(c) The Committee shall be authorized to approve the direct expenditure of funds for beautification projects undertaken by the Committee to the extent such expenditure is provided for in the Committee's annual budget.~~
- ~~(d)~~ (c) The Committee ~~shall~~ may make recommendations to the City Council for the expenditure of funds in excess of the authority set forth in this Section.

Sec. 2-6-6-6. ~~—Jurisdiction Reserved.~~

~~The Committee shall report to the City Manager.~~

Sec. 2-6-6-7. ~~—Guidelines~~ Grants and Sponsorships.

(1) The guidelines for the approval of grants pursuant to this Chapter shall be as follows:

~~(1) City of Pekin Visitor's Grant (for overnight visitors):~~

- a. ~~The appropriate application must be completed~~ An application approved by the Committee and published by the Department of Economic Development 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 for all visual advertising.
 - 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 year 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.
- (2) ~~Community event grant (for Pekin non-profit organizations or one-day events):~~
- 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 \$4,000.00 in aggregate grant awards in a fiscal year (May 1 to April 30th).~~
 - g. ~~Application for reimbursement 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 community event grants.~~
- (2) The Committee shall recommend funding, subject to City Council approval, for City sponsorships of community events that are particularly financially, socially, or culturally impactful to the community. The guidelines for recommending sponsorships shall be as follows:
- a. All potential entities with events to be sponsored in a fiscal year shall make request for

- sponsorship in writing to the Committee no later than March 1 prior to the fiscal year the event will fall into. A request for sponsorship shall make note of any attendance restrictions and reasoning if the event will not be open to the entire public. The Committee may ask that such entities present the proposed community event at a Committee meeting.
- b. If an event will include any form of sponsor recognition via literature, banners, advertising, etc., recognition of the City's sponsorship must be included.
 - c. The entity organizing the event shall keep detailed records of all revenues and expenses related to the event for at least one year following the event, and the City may inspect such records at any time.
 - d. The entity organizing the event shall make reasonable effort to track attendance at the event, if possible. An attendance report shall be submitted to the Committee no later than 30 days after the event, if available.
 - e. The Committee shall recommend events and sponsorships levels to the City Council as part of the Tourism Fund budget.

DIVISION 6. - PEKIN TOURISM COMMITTEE

Sec. 2-6-6-1. - Creation.

There is hereby created a Committee which shall be known as the Pekin Tourism Committee.

Sec. 2-6-6-2. - Composition; terms; officers.

- (a) The Committee created by Section 2-6-6-1 above shall consist of 7 voting members. All members shall be appointed by the Mayor with the consent of the Council. Voting members shall include one representative from the Pekin Chamber of Commerce, one representative from the Pekin Park District, four at-large representatives, and one representative from the hotel industry within the City. The Committee may, at its discretion, also include other community organizations, citizens, or City staff in the discussion of agenda items; however, only the 7 aforementioned members shall be entitled to vote on matters before the Committee. The Mayor shall be an ex-officio member
- (b) All voting members of the Committee shall serve for a two-year term or at the pleasure of the Mayor.
- (c) The Mayor shall appoint a voting member as chairperson, with the consent of the City Council, for a term concurrent with that member's term of regular membership. The Chairperson shall appoint from the voting members a Vice Chairperson and a Secretary. The Secretary shall be responsible for recording the minutes of meetings of the Committee.
- (d) The Director of Economic Development, or designee, shall serve as the primary staff person to the Committee.

Sec. 2-6-6-3. - Members; meetings; quorum.

The Committee shall advise the Council regarding the establishment of by-laws and rules in conformity with the authority granted herein or by statute. The Committee shall meet a minimum of four times per year or by special call by four or more members. A quorum shall consist of four or more voting members. Any matter before the Committee shall require the affirmative vote of a simple majority of voting members present at the meeting in order to pass. The Committee shall keep minutes of its proceedings, which shall include record of official actions on the approval of grants. The Committee shall submit to the City Clerk minutes of all meetings.

Sec. 2-6-6-4. - Purpose; function; duties.

- (a) The purpose of this Committee is to promote the growth of tourism, events and convention- related business within or near the City of Pekin and to encourage overnight stays in Pekin.
- (b) The Committee shall have the following duties:
 - (1) Administer the tourism grant program.
 - (2) Maintain and distribute all tourism-related promotional publications (including brochures,

fliers, folders, inserts, etc.).

- (3) Advise City staff on the content and design of the City's tourism website and related social media accounts.
- (4) Create advertisements for City events and programs in various publications.
- (5) Plan, coordinate and execute through City staff various City-sponsored events throughout the year, as well as provide event planning and marketing assistance to other organizations and businesses as deemed appropriate by the Committee.

Sec. 2-6-6-5. - Expenditures.

- (a) The programs and activities organized and implemented by the Committee pursuant to this Chapter shall be funded solely through revenues received from the City's hotel/motel tax.
- (b) The Committee shall be authorized to approve grants in furtherance of its function and duties pursuant to this Chapter in the amount of \$1,500.00 or less, within the overall parameter of the City's annual budget and in compliance with state statutes on uses for hotel/motel tax dollars. All grants that exceed \$1,500.00 shall be presented to the City Council for approval.
- (c) The Committee may make recommendations to the City Council for the expenditure of funds in excess of the authority set forth in this Section.

Sec. 2-6-6-6. – Reserved.

Sec. 2-6-6-7. – Grants and Sponsorships.

- (1) The guidelines for the approval of grants pursuant to this Chapter shall be as follows:
 - a. An application approved by the Committee and published by the Department of Economic Development 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 for all visual advertising.
 - c. Eligible expenses are listed on the application. 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 year budget.
 - f. Individual grants shall not exceed one-third of the total eligible approved expenses. 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.
- (2) The Committee shall recommend funding, subject to City Council approval, for City sponsorships of community events that are particularly financially, socially, or culturally impactful to the community. The guidelines for recommending sponsorships shall be as follows:
- a. All potential entities with events to be sponsored in a fiscal year shall make request for sponsorship in writing to the Committee no later than March 1 prior to the fiscal year the event will fall into. A request for sponsorship shall make note of any attendance restrictions and reasoning if the event will not be open to the entire public. The Committee may ask that such entities present the proposed community event at a Committee meeting.
 - b. If an event will include any form of sponsor recognition via literature, banners, advertising, etc., recognition of the City's sponsorship must be included.
 - c. The entity organizing the event shall keep detailed records of all revenues and expenses related to the event for at least one year following the event, and the City may inspect such records at any time.
 - d. The entity organizing the event shall make reasonable effort to track attendance at the event, if possible. An attendance report shall be submitted to the Committee no later than 30 days after the event, if available.
 - e. The Committee shall recommend events and sponsorships levels to the City Council as part of the Tourism Fund budget.