



City of Pekin

REGULAR TOURISM COMMITTEE MEETING MONDAY, JULY 1, 2024 5:00 PM

1. Pledge of Allegiance

2. Call to Order

3. Approve Agenda

4. Approval of Minutes

4.1. Minutes from the Regular Tourism Committee Meeting on June 3, 2024

5. Public Input

6. Consent Agenda

7. Unfinished Business

7.1. Motion to Recommend City Code Amendment Regarding the Tourism Committee

7.2. Motion to Approve the Publication of the Tourism Grant Application

8. New Business

8.1. Motion to Recommend Expenditure of Tourism Funds for Tazewell County's Historical Sign Initiative

8.2. Motion to Recommend WGN Advertising Proposal

8.3. Motion to Recommend Expenditure of Tourism Funds (Bicentennial Funds) in the Amount of \$2,500 for the SuperCruise Event

9. Any Other Business to Come Before the Committee

10. 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, JUNE 3, 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, Josh Wray, Mel Matthews, Emily Lambe, Cindy Galyean, and John Dossey.

Approve Agenda

Amy McCoy moved to approve the agenda, seconded by Cindy Galyean. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting on Monday, May 6, 2024

Cindy Galyean moved to approve the minutes from the Tourism Committee Meeting on Monday, May 6, 2024, as presented, seconded by Mel Matthews. Motion approved by voice vote.

Public Input

None

Consent Agenda

5.1. Discover Peoria Quarterly Report

Discover Peoria Quarterly Report showing a review of Social Media engagements was included in the Committee packet.

5.2. Tourism Fund Monthly Financial Report

Josh Wray presented the monthly financial report of the Tourism Fund. Discussion was held on how to possibly tie Tourism Sponsorship monies to lodging commitment in Pekin.

Unfinished Business

6.1. Tourism Grant Application / Code Updates

Josh Wray presented the Tourism Grant Application/Code Updates. After a discussion was held about the presented code amendment draft and the currently used applications, it was decided that Josh will draft a new proposal to also include the following: a recommendation eliminating the Community Event Grant; make the proposed “red-line” changes to the Overnight Visitor’s Grant including the removal of specific hotel names and changing to just state “Hotel”; and as part of the request to receive an annual sponsorship, organizations must present a Profit/Loss statement.

New Business

7.1. 2025 Downtown Concert Series Locations

Suggestions were given for future concert locations. The Committee was very open to other areas such as other city blocks, but the lack of electrical sources may limit locations. Possible options are being looked at.

Any Other Business to Come Before the Committee

There will be continued discussion on John Ackerman’s request for the City to help fund signage for Courthouse property with tourism funds.

Adjourn

Emily Lambe moved to adjourn the meeting at 5:45, seconded by Amy McCoy. Motion approved on voice vote.

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 shall consist of seven (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, one representative from the hotel industry within the City, and four at-large members. The Committee may, at its discretion, also include other community organizations, citizens, or City staff in the discussion of agenda items; however, only the seven (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 the chairperson or 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 tourism 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). Documented overnight stays generated by the event at hotels/motels within the City of Pekin shall be a factor considered by the Committee in

deciding grant awards.

- 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.
 - i. Event profit may not exceed \$1,000 after grant award.
- (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 February 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. A summary profit-loss statement shall be due to the Committee no later than 30 days after the event.
 - 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.



Tourism Grant Application

PURPOSE/FUNCTION: The purpose of this grant supported 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.

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: _____
(budget may be attached)

Hotel	Number of Rooms	Number of Nights	Signature Hotel Rep.
Total:			

attach additional pages if needed



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

EXPENSES-ELIGIBLE FOR REIMBURSEMENT

Attach invoice for eligible expenses

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

OTHER EXPENSES SUBMITTED FOR CONSIDERATION OR REIMBURSEMENT

Name/Item	Total	Cost-Formula
Total	\$	

OFFICE USE ONLY:

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

Income: \$_____ Expenses: \$_____ Profit (Loss): \$_____

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. 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.
6. There is a cap of \$18,000 per organization for a fiscal year (May 1 to April 30th).
7. Grants should be submitted no more than 60 days past the event.
8. If event is canceled, the expenses become ineligible, and grant dollars will not be issued. Events may be rescheduled and again become eligible for grant dollars.



REQUEST FOR COUNCIL ACTION

Agenda Date: July 1, 2024
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Motion to Recommend Expenditure of Tourism Funds for Tazewell County's Historical Sign Initiative

DESCRIPTION: At a prior Tourism Committee meeting, John Ackerman from Tazewell County spoke during public comments to request financial assistance from the City's Tourism Fund in purchasing and installing historical signs.



REQUEST FOR COUNCIL ACTION

Agenda Date: July 1, 2024
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Motion to Recommend WGN Advertising Proposal

DESCRIPTION: WGN has sent the following information as a preliminary proposal for advertising Pekin tourism events:

Here's a quick summary of what we can provide.

- 40 commercials. These can be used to promote the Marigold Festival Marigold or a different initiative. There's no charge for commercial copywriting and/or production and you'll have final approval before we air anything.
- On The Map interview. This is a nice interview approximately 30 minutes and we have an open date prior to the festival. There's plenty of time to discuss other topics too.
- A home page takeover. Pekin would receive 100% of the ads on our home page for 24 hours. If you visit our site today, you'll see an example of a home page takeover with Mitsubishi Electric <https://wgnradio.com/>

This is a really nice package for \$3k.

Click on this link to review the details.

<https://wgnradio.docsend.com/view/adkbefq5pk62rjta>

Staff would like the Tourism Committee to consider the proposal.



REQUEST FOR COUNCIL ACTION

Agenda Date: July 1, 2024

To: Members of the Tourism Committee

From: Joshua Wray, Economic Development Director

AGENDA ITEM: Motion to Recommend Expenditure of Tourism Funds (Bicentennial Funds) in the Amount of \$2,500 for the SuperCruise Event

DESCRIPTION: Pekin SuperCruise has requested an additional \$2,500 from the Tourism Fund, specifically from the money allocated for Bicentennial activities, to support the event this year. The City's budget did include a tourism sponsorship in the amount of \$5,000.

Staff would like the Committee's direction.