



City of Pekin

REGULAR TOURISM COMMITTEE MEETING MONDAY, FEBRUARY 3, 2025 5:00 PM

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

- 3.1. Motion to Table Minutes from the Regular Tourism Committee Meeting on January 6, 2025 Until the Next Meeting

4. Public Input

5. Reports

- 5.1. Discover Peoria Quarterly Review (Oct-Dec)
- 5.2. New Business Occupancies

6. Unfinished Business

- 6.1. Hot Air Balloon Event Update

7. New Business

- 7.1. FY 2026 Sponsorship Requests
- 7.2. Proposal from McDaniels Marketing for a Community Guide and Illustrated Community Map
- 7.3. Input for Event Center Study

8. Any Other Business to Come Before the Committee

9. Adjourn



PEKIN

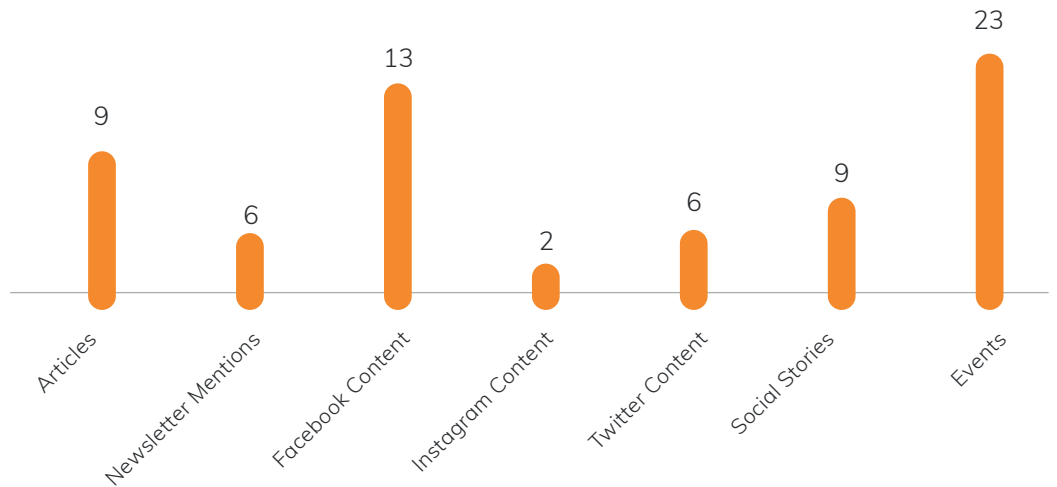
QUARTER REVIEW
OCTOBER-DECEMBER 2024



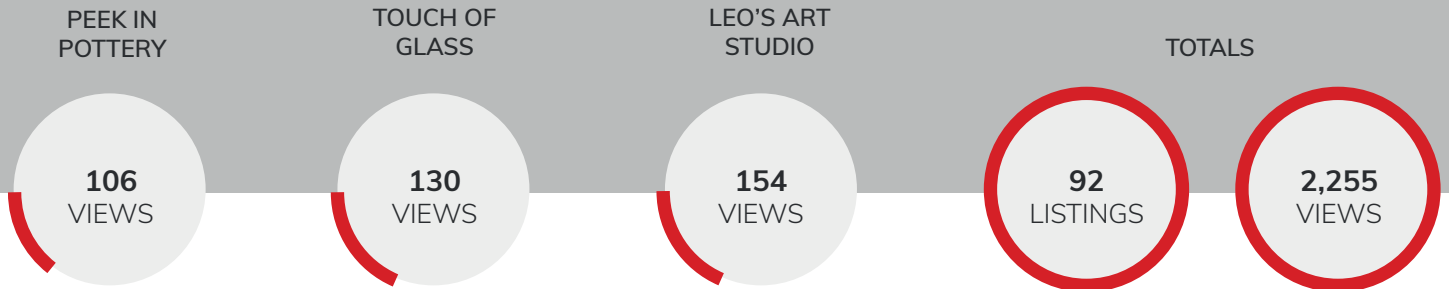
QUARTERLY OVERVIEW

(OCTOBER-DECEMBER 2024)

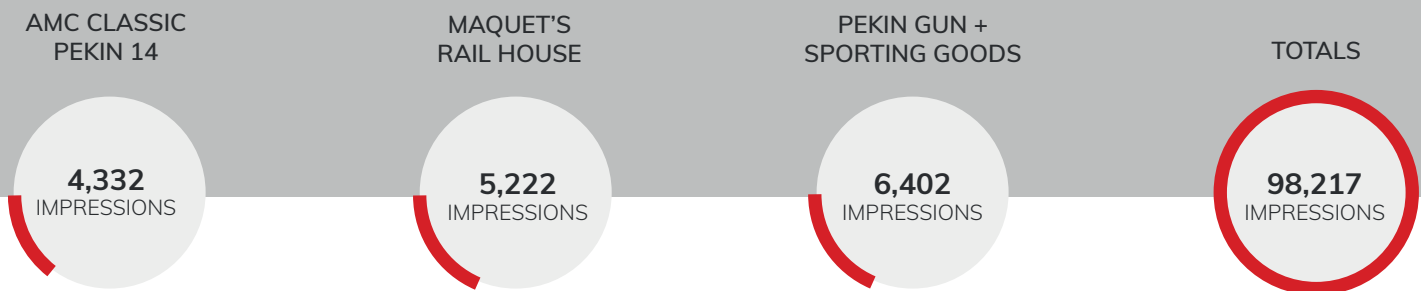
MEDIA CONTENT



BUSINESS LISTINGS



GOOGLE IMPRESSIONS



PEKIN BLOGS

9
ARTICLES FEATURING
PEKIN

→

9,187
TOTAL
ARTICLE VIEWS

SOCIAL ENGAGEMENT

361,805
SOCIAL REACH

27,247
FOLLOWERS

Content		NOTES
Website	208,457	Total Website Page Views
Articles	9	Blogs in which Entities + Events where featured
Newsletter Mentions	6	Total Subscribers:
Facebook Posts	13	Total Following: 9,811
Instagram Posts	2	Total Following: 8,060
Twitter Posts	6	Total Following: 5,621
Social Stories	9	Posted to Facebook + Instagram
Events	23	Listed on PACVB Calendar of Events

Discover Peoria's Top Pages FEATURING Pekin	Page Views
/events/	20,701
peoria.org/	17,810
/things-to-do/	6,140
/things-to-do-with-kids/	3,871
Total	48,522

Pekin's TOP VIEWED Pages/events on Discover Peoria Website	Page Views
event/downtown-pekin-trick-or-treat	218
event/pekin-winter-wonderland-festival	123
event/pekings-20th-annual-christmas-extravaganza	109
plan/communities/pekin	79
Total	529

Pekin Listings / Highest Impressions on Google	Impressions
Pekin Gun & Sporting Goods	6,402
Maquet's Rail House	5,222
AMC Classic Pekin 14	4,332

All Articles/Blogs (published in the quater) Featuring Pekin	Views
https://peoria.org/blog/post/peppermintmocha/	103
https://peoria.org/blog/post/out-of-town-guests/	557
https://peoria.org/blog/post/holidayfeast/	80
https://peoria.org/blog/post/santasightings/	793
https://peoria.org/blog/post/festivals/	1,133
https://peoria.org/blog/post/holidayevents/	3,576
https://peoria.org/blog/post/shop-tazewell/	94
https://peoria.org/blog/post/local-thanksgiving/	827
https://peoria.org/blog/post/trickortreat/	2,024
Total	9,187
6 blogs // July - Sept	4,604
13 Blogs // April - June	5,792

Website Business Listings	# of Listings	Views	Clicks	Impressions on Google
Hospitality + Tourism Listings	92	2,255	460	98,217
July - Sept	92	2,460	748	99,363
April - June	92	1,248	303	90,033

Hotels + Accomodations	Leads Sent	Room Nights Requested
Hampton Inn & Suites Pekin	5	3,880
Holiday Inn Express and Suites	5	3,880
Motel 6/ Studio 6 - Pekin	5	3,880
Super 8 Motel - Pekin	5	3,880

Social Engagement	Impressions	Following
Facebook	234,209	9,811
Instagram	119,048	8,060
LinkedIn	93	1,635
Twitter	510	5,621
TikTok	7,945	2,120
Total	361,805	27,247
July - Sept	799,918	26,551
April - June	377,125	25,326

In the span of October 1st - December 31st, 2024, Our social channels combined have a total of 27,247 following + reached a total of 361,805 people. Social following has increased by 696 since last quarter

Newsletter Mentions

[Oct 1 // BOO!](#)

[Oct 15 // Trick or Treat](#)

[Nov 1 // Get Game day ready](#)

[Nov 15 // it's almost the most wonderful time of the year](#)

[Dec 2 // shop local this holiday season](#)

[Dec 16 // your VIP pass to the holiday fun](#)

Business Listing	Views	Clicks	impressions on google
8th Street Sweet Spot	9	0	148
AMC Classic Pekin 14	20	2	4,332
Anaprana Healing Studio	8	0	103
Artistic Community Theatre	8	2	302
Artistic Flowers	20	3	1,432
Ashers Bar + Grill	46	10	154
Avanti's Event Center	101	35	2,965
BC BBQ	10	2	506
Blazin' A Horseback Riding and Boarding	57	17	1,880
Boating on the Lagoon	29	4	660
Christmas on Court	12	1	190
City of Pekin	39	2	717
Classical Dance Academy	12	0	655
Classy Girl Boutique	28	4	849
Coffee Connection	14	0	632
Corner Curio	11	1	1,364
Curvy Chic Boutique	17	4	1,266
Dirksen Park	17	1	150
Double D's Ice Creme	16	0	2,443
Dragonland Water Park	46	5	4,192
East Court Village	0	0	39
Ernie's Family Restaurant	9	0	737
Ewe's Treasures Resale Shop	14	2	1,033
Flores Music	22	2	1,558
GIVSCO	8	0	19
Good Tequilas Mexican Grill- Pekin	5	0	137
Hacienda Cantina and Grill	16	1	1,896
Hack's Sportscards and Memorabilia	19	0	388
Hampton Inn & Suites Pekin	19	0	1,040
Heritage Farmers Market	29	6	1,244
Hole in the Wall	13	0	661
Holiday Inn Express and Suites - Pekin	36	4	712
Jimbo's Jumbo	9	0	2,683
Just Jude's Creations	41	11	313
Kountry Nook	13	1	552
Kouri's Pub Pekin	18	6	1,189
La Fiesta of Pekin	3	1	410
La Gondola Spaghetti House	0	0	67
Leaves 'n Beans Coffe // Pekin	19	0	1,366
Leo's Art Studio	154	52	987
Lick Creek Golf Course	20	0	511
Little Ade's Bicycles	25	0	59
Maddie Mae's	8	3	560
Magic Dragon Mini-Golf	15	0	150
Mama Made Mercantile	0	0	14
Maquet's Rail House	35	2	5,222
Marigold Festival	12	2	977
McNaughton Park	28	2	1,049
Mike's Cobbler Corner	15	1	1,616
Mineral Springs Park	31	6	1,601
Motel 6/ Studio 6 - Pekin	12	0	653
Parkside Athletics	8	0	31
Parkview Golf Course	34	1	736
Pavillion on the Lagoon at Mineral Springs Park	4	0	135
Peek In Pottery	106	35	923

Pekin Archers	17	0	396
Pekin Area Chamber of Commerce	4	1	58
Pekin Bass & Bow	36	13	1,683
Pekin Country Club	12	2	363
Pekin Gun & Sporting Goods	39	14	6,402
Pekin Lake State Fish and Wildlife Area	37	7	1,042
Pekin Marine Corps League	23	7	823
Pekin Municipal Airport	4	0	213
Pekin Paintball Park	27	3	3,505
Pekin Park District	16	1	816
Pekin Park Trail	13	0	277
Pekin Riverfront and Miller Parks	23	2	565
Pekin Shoe Repair	12	0	1,083
Powerton Lake State Fish and Wildlife Area	7	0	581
R.P. Home and Harvest	74	17	3,602
Rhythm & Brews	10	0	446
Second Chance Treasures	2	0	36
Sonic Drive-In Pekin	0	0	0
Sunset Hills Eatery	11	0	35
Sunset Hills Golf Course	18	0	723
Sunset Lanes	65	26	3,480
Super 8 Motel - Pekin	10	0	793
Tadoughs	97	14	2,889
TAiLS of a Bookworm	52	21	1,963
TAPS No-Kill Animal Shelter	28	6	3,003
Tazewell County Board	1	0	13
The Bunker	62	30	1,897
The HOPE Chest	3	0	481
The Twisted Spoke Saloon	8	0	362
Touch of Glass	130	56	1,157
Udry Jewelry	27	3	1,139
Vanilla Bug Spray	10	1	71
Venezia Italian Bistro	0	0	77
Veterans Memorial Arena	27	1	532
Villas of Holly Brook	6	0	137
Whiskey Taco	10	0	903
Yesterday's Bar & Grill	14	4	463
totals	2255	460	98,217

Title	Start Date	Address	Host Organization Name
Pekin Farmers Market	2024-06-06	551 S. 14th Street	
Adult & Teen Challenge Fall Banquet	2024-10-01	2400 N. 8th St.	Adult & Teen Challenge
Witches Night Out	2024-10-26	1100 Derby Street, D	Curvy Chic Boutique
Backstreet's Back Halloween Bash	2024-10-26	1620 Summit Dr	Sunset Hills Eatery
Downtown Pekin Trick-or-Treat	2024-10-19	341 Court St.	Olivia's Playhouse, LLC
Monster Mash Bash	2024-10-24	301 S. 4th St.	Pekin Public Library
Villas of Holly Brook - Annual Halloween Extravaganza	2024-10-26	2720 South 14th Street	
Christmas on Court: Letters to Santa's Workshop	2024-12-06	341 Court St.	Olivia's Playhouse, LLC
Pekin's 20th Annual Christmas Extravaganza	2024-11-22	1701 Court St.	Curvy Chic Boutique
Pekin's 20th Annual Christmas Extravaganza	2024-11-23	1701 Court St.	Curvy Chic Boutique
Pekin Winter Wonderland Festival	2024-12-01	1701 Court St.	
Sports Card n' Collectors Show	2024-12-07	3401 Griffin Ave.	
Stretch & Fetch Puppy Yoga w/TAPS	2024-12-08	3401 Griffin Ave.	TAPS
German Christmas Dinner	2024-12-18	3401 Griffin Ave.	
Breakfast with Santa	2024-12-21	3401 Griffin Ave.	
Murder-Mystery Dinner: Abrupt Departure from the Island	2024-11-17	3401 Griffin Ave.	Die Laughing Entertainment
Murder-Mystery Dinner: Ho Ho Homicide at the Winery	2024-12-14	3401 Griffin Ave.	Die Laughing Entertainment
Winter Wonderland Festival	2024-12-01	1701 Court St.	
The Nutcracker Experience	2024-12-06	301 S 4th St	
Christmas on Court	2024-12-06	402 Court st.	
Friends in Harmony "Celebrating a Bicentennial Christmas"	2024-12-13	320 Stadium Dr	
Friends in Harmony "Celebrating a Bicentennial Christmas"	2024-12-14	320 Stadium Dr	
New Year's Eve Dinner & Comedy	2024-12-31	1620 Summit Dr	Sunset Hills Eatery

Lead ID	Meeting Name	Account	Hotel Response Due	Hotel Responded Date	Dates	Requested RN's	Status
Hampton Inn & Suites							
C8668	2025 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 23-25, 2025	700	Lost Business
C8640	2025 Ledgestone Insurance Open	Professional Disc Golf Association	10/15/2024	10/18/2024	Aug 14-17, 2025	910	Definite
C8648	2026 Annual Convention	Illinois Library Association	11/12/2024		Oct 6-8, 2026	870	Tentative
C8654	2026 IASA Annual Conference	Illinois Association of School Administrators	10/31/2024		Sep 22-24, 2026	700	Lost Business
C8669	2027 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 21-23, 2027	700	Lost Business
Total Number of Leads = 5 Total Requested Room Nights = 3880							
Motel 6 / Studio 6							
C8668	2025 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 23-25, 2025	700	Lost Business
C8640	2025 Ledgestone Insurance Open	Professional Disc Golf Association	10/15/2024		Aug 14-17, 2025	910	Definite
C8648	2026 Annual Convention	Illinois Library Association	11/12/2024		Oct 6-8, 2026	870	Tentative
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Total Number of Leads = 5 Total Requested Room Nights = 3880							
Super 8 Motel							
C8668	2025 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 23-25, 2025	700	Lost Business
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Total Number of Leads = 5 Total Requested Room Nights = 3880							
Holiday Inn Express and Suites							
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Total Number of Leads = 5 Total Requested Room Nights = 3880							

COPY

CERTIFICATE OF OCCUPANCY

COPY

CITY OF PEKIN ILLINOIS

DEPARTMENT OF BUILDING AND INSPECTION

ISSUED TO: Buzz'n Bean Coffee Company

ADDRESS: 1631 Broadway Street

PERMIT NO# 24PEK-BP-0632

YEAR: 2024

Zoning: B-1 Local Business District

Fire Suppression: NO

THIS IS TO CERTIFY that the building located at 1631 Broadway Street, SEC 35 T25N R5W PARCEL III SE 1/4 .75 AC, Tazewell County, Illinois has been inspected and is acceptable for occupancy and use as a Coffee Shop with provisions of the City of Pekin Zoning Ordinance and the International Building Code, as adopted by the City of Pekin, Illinois. It is specifically understood that this CERTIFICATE becomes null and void when secured through fraud, misrepresentation, or when changes in construction, occupancy, or use, are made without departmental approval.

CHIEF BUILDING OFFICIAL: NIC MAQUET  DATE: 12/18/2024

The law provides for subsequent inspection of these premises by this Department, at any reasonable time.

CERTIFICATE OF OCCUPANCY

CITY OF PEKIN ILLINOIS

DEPARTMENT OF BUILDING AND INSPECTION

ISSUED TO: River Academy of Vocational Education

ADDRESS: 328 S. 4th Street Suite B

PERMIT NO# 23PEK-EL-1129

YEAR: 2024

Zoning: OS-1 Office Service District

Fire Suppression: NO

THIS IS TO CERTIFY that the building located at 328 S. 4th Street Suite B, SEC 03 T24N R5W BROADWAY ADDN 2 SUBLOT B OF LOT 9 NE 1/4, Tazewell County, Illinois has been inspected and is acceptable for occupancy and use as a Professional Education Office with provisions of the City of Pekin Zoning Ordinance and the International Building Code, as adopted by the City of Pekin, Illinois. It is specifically understood that this CERTIFICATE becomes null and void when secured through fraud, misrepresentation, or when changes in construction, occupancy, or use, are made without departmental approval.

CHIEF BUILDING OFFICIAL: NIC MAQUET  DATE: 12/13/2024

The law provides for subsequent inspection of these premises by this Department, at any reasonable time.



Discover Pekin Community Guide
Cost Estimate | December 8, 2024

Cover: 80# Uncoated Cover
Body: 70# Offset Text
Specs: Folded: 5.5" w x 8.5" h
16-pages + Cover(20-pages)
4-color
Saddle-Stitch

Creative Development:

Copywriting (storytelling style) \$3,000
Design \$5,000
Revisions \$2,000
Proofreading and final PDF \$300

Creative Total.....\$10,300

Note: photography supplied by client

Photography

1 Day Shoot with Agency Direction \$2,000
(models extra)

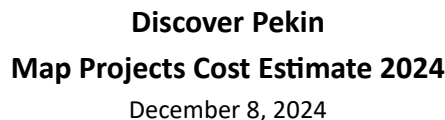
Printing

Quantity 2,500 \$2,650

Grand Total – including photography & printing\$14,950

Approval _____ Date _____

*NOTE: Each activity is limited to a set number of hours. All final copy and artwork will be wholly owned by the City of Pekin, IL. Quote valid for 60 days, E.W. McDaniels, Inc. (dba McDaniels Marketing) reserves the right to submit a new estimate for any change in specifications. All customer alterations will be charged additional time and material. Does not include applicable taxes, shipping, over/under run and costs associated with client changes made after final layout/copy approval. 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.



Double-sided map of the Pekin community. The front side of the map will highlight the entire city, and the backside of the map will feature parks, attractions and historic sites.

2-Sided Illustrated Map Development:

Project Management (8 hours).....	\$1,000
Creative Development (70 hours).....	\$8,750

Printing of Tear-Off Maps:

- 11"x17"; 3,000 sheets (30 pads of 100 each)
- 60# White Offset
- 4/4 (2 sided)
- Padded in 100's
- PDF Proof
- Print Ready File

Proofing, Quality Control & Production Management	\$300
Printing of QTY 3,000 Tear Off Maps.....	\$1,200
Illustrated Tourism Map Grand Total	\$11,250

Online Interactive Map Programming for DiscoverPekin.com Based on using Slider Revolution in WordPress:

Programming (25 hours)	\$3,750
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Business Map Project Details:

Double-sided print ready map business map that highlight retail and tourism businesses in the City of Pekin and be downloadable from the Discover Pekin website.

Map of Pekin Businesses Development:

Project management (4 hours)	\$500
Creative Development & Illustration (50 hours)	\$7,500
Optimize Map for Web and Add to Website	\$250
Business Map Project Grand Total	\$8,250

APPROVAL _____ DATE _____

NOTE: 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 City of Pekin will own the rights to all art and copy produced on their behalf by McDaniels Marketing.



REQUEST FOR COUNCIL ACTION

Agenda Date: February 3, 2025
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Input for Event Center Study

DESCRIPTION: Initial thoughts/input for event center feasibility study to help create a scope of work for an RFP.

What kinds of events are we thinking?

Location?

Questions we want answered?