



City of Pekin

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

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on February 3, 2025

4. Public Input

5. Consent Agenda

6. Unfinished Business

6.1. Hot Air Balloon Update

6.2. Event Center Feasibility Study Update

7. New Business

7.1. Recommendation for FY26 Partnership with Discover Peoria

7.2. Recommendation for Annual Sponsorship Allocations

7.3. Feedback on Creative Brief for Community Guide

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 CONFERENCE ROOM 239
PEKIN CITY HALL
111 S. CAPITOL ST
ON MONDAY, FEBRUARY 3, 2025 AT 5:00 PM**

Call to Order

Chairperson Luft called the meeting to order at 5:05pm in the Pekin City Hall Council Chambers.

A quorum was established.

Present: Shawn Powers, Lelonie Luft, Melanie Matthews, Cindy Galyean, Amy McCoy.

Absent: Emily Lamb, Chris Dunn

Approve Agenda

Shawn Powers moved to approve the agenda as presented, seconded by Cindy Galyean. Motion passed by voice vote.

Approval of Minutes

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

Cindy Galyean moved to table the minutes from January 6, seconded by Amy McCoy. Motion passed by voice vote.

Public Input

Terri Gambetti and Colette Willoughby of Pekin Main Street presented a proposed 2025 calendar of downtown events. They are an active organization and working to continually market downtown Pekin.

Reports

5.1. Discover Peoria Quarterly Review (Oct-Dec)

Discover Peoria – Ashley Hildebrandt reviewed the Quarterly Report – October to December 2024.

5.2. New Business Occupancies

Josh Wray intends to add this report to each Tourism Committee meeting so

the group can be aware of new businesses opening in Pekin.

Unfinished Business

6.1. Hot Air Balloon Event Update

Tentative Date is June 27 & June 28, 2025. Melanie Matthews & Amy McCoy met with Balloon Master Jim House and the Avanti's Event Center. Discussion around band, sound, food trucks, flights times, and need for sponsors. Needs include propane, sponsors, hotel rooms, meal vouchers, and volunteers. Goal would be 10 balloons. City staff to discuss insurance. Mr. House suggested a brochure to include balloons and sponsors. We will promote a fundraising tie to St. Jude Pekin to Peoria Run.

New Business

7.1. FY 2026 Sponsorship Requests

2025 Sponsorship Requests – FY2026 for City of Pekin:

- Pekin Farmer's Market: Alisha Dault presented a request of \$10,000 – Amy McCoy will request Placer AI report.
- Pekin Pride Soccer Tournament – Year 6 – Memorial Day Weekend: Troy Tarter, Tournament Director presented a request of \$5,000 for marketing, awards, and field rental – Amy McCoy will request Placer AI report.
- Twisted Cat Fishing Tournament – Year 3 – Saturday, May 24 - \$10,000
- Pekin Main Street – Taste of Pekin during Marigold Festival Week - \$2,500
- Honor America Celebration - \$10,000
- Pekin Marigold Festival - \$15,000
- Pekin Community High School Girls Event \$5,000
- Pekin Holiday Tournament - \$5,000
- AJGA Golf - \$2,250
- SuperCruise – no information. Amy will follow up with Steve about request.
- Disc Golf – Amy to contact Ledgestone and/or Sunset Hills.

7.2. Proposal from McDaniels Marketing for a Community Guide and Illustrated Community Map

Staff presented two proposals from McDaniels Marketing for the Community Guide and the Community Map. The Committee felt the Community Guide would be more impactful and used by more visitors.

Amy McCoy moved to recommend the Community Guide, second by Shawn Powers. Motion passed by voice vote.

7.3. Input for Event Center Study

Eureka College students doing a capstone project selected our Event Center Feasibility Study. Amy McCoy will be the point person on working with them, and they plan to present the study in Spring Semester 2025.

Staff will still include funding in budget for a feasibility study to be completed by a professional firm pending the outcome of this free study through Eureka College.

Any Other Business to Come Before the Committee

Pekin Restaurant Week – February 3-7, 2025.

Discover Peoria Video for City of Pekin– Josh & Amy met with the Discover Peoria team, including videographer.

Amy McCoy missed the January meeting when Discover Peoria investment was discussed. She shared her opinion that we should continue this investment at some level as there is much value in the relationship with Discover Peoria. Amy did reach out to JD Dalfonso and shared specific concerns about website performance.

Adjourn

Cindy Galyean moved to adjourn at 6:20pm, seconded by Melanie Matthews. Motion passed by voice vote.

INTRODUCING....

The Riparian Club

Riparian

adjective
/rə'perēən, rī'perēən/

Relating to or living or located on the bank of a natural watercourse (such as a river)

The Riparian Club

noun
/THE rə'perēən, rī'perēən kləb/

An opportunity to invest in Greater Peoria through a partnership with the Peoria Area Convention and Visitors Bureau



PEKIN, ILLINOIS

FY 2026 / proposal

	Option 1	Option 2	Option 3
	\$25,000	\$20,000	\$10,000
Dedicated Landing Page + Listing // Description, URL, Points of Interest, + Events on DiscoverPeoria.com	X	X	X
PACVB Social Media Promotion	X	X	X
Promotion of ALL Hospitality Businesses within Pekin (Right)	X	X	X
Promotions through Newsletter // sent bi-monthly to leisure subscribers	X	X	X
Shared Promotion of Pekin Hotels + Venues for Convention + Sporting Purposes	X	X	
Access to Placer.ai reports	Unlimited	3	
Shared Promotions on DiscoverPeoria.com Home Page	6	3	
Unlimited Listings on PACVB Calendar of Events	X	X	X
Leisure Articles of Pekin Hospitality + Tourism Entities	X	-	
Photo Assets // Taken by Discover Peoria's photographer	3 Locations or Events	-	
Discovery Video(s) focused on Hospitality + Tourism Entities + Events	1 Commercial or 3 Reels	-	
Shared Promotions through Illinois Office of Tourism	Unlimited	3 submissions	
Voting Seat on the PACVB Board of Directors	X	X	
Creative Services // Christmas on Court Guide Support	X	-	

Hospitality Business Perks

Company Logo, Description, URL on
DiscoverPeoria.com

Spotlight on the Discover Peoria Social Channels

Unlimited Listings on PACVB Calendar of Events
(Self-generated)

Service Companies to be added for \$125
at their own expense



PEKIN, ILLINOIS

FY 2025

	FY 2025
	\$25,000
Dedicated Landing Page + Listing // Description, URL, Points of Interest, + Events on DiscoverPeoria.com	X
Editorial and Photos in the PACVB Discover Guide // Tazewell County Edition	X
PACVB Social Media Promotion	X
Promotion of ALL Hospitality Businesses within Pekin (Right)	X
Shared Promotion of Pekin Hotels + Venues for Convention and Sporting Purposes	X
Shared Promotions through Illinois Office of Tourism	X
Promotions through Newsletter // 15,000+ subscribers	X
Leisure Articles of Pekin Hospitality + Tourism Entities	X
Localized Discovery Video	X
Shared Promotions on DiscoverPeoria.com Home Page	X
Unlimited Listings on PACVB Calendar of Events	X
Voting Seat on the PACVB Board of Directors	X
Creative Services // Christmas on Court Guide Support	X

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REQUEST FOR COUNCIL ACTION

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

AGENDA ITEM: Recommendation for Annual Sponsorship Allocations

DESCRIPTION:

Event	Last Year Amount	Requested Amount
Marigold Festival	\$15,000	\$15,000
4th of July Fireworks	\$10,000	\$10,000
Farmers Market	\$10,000	\$10,000
Pekin Pride Soccer	\$5,000	\$5,000
Twisted Cat Fishing	\$10,000	\$10,000
AJGA	\$2,250	\$2,250
Pekin Holiday Tournament	\$5,000	\$5,000
Pekin Girls Shootout	N/A	\$5,000
Super Cruise	\$7,500	
Taste of Pekin	\$1,470	
Ledgestone Disc Golf	\$1,500	
Total	\$72,720	\$62,250

The total amount staff budgeted based on prior conversations with the Committee is \$54,750. This number is not final, and the Committee's recommendation will be what staff proposes in the budget.

City of Pekin: Discover Pekin Community Guide

Job Number: 14095

February 27, 2025

Team (AE, AC, Copy, Art): Randy, Beth, Maddy, Kim Weaver, Morgan or Dimitra

The purpose of this project:

McD will be developing a community guide that will inform visitors and residents about what there is to do and see in Pekin, IL year around.

Target audiences: Visitors and Residents

Creative parameters:

- **Design approach/style:** Matching the branding of Discover Pekin.

Community Guide Specs:

- Cover: 80# Uncoated Cover
- Body: 70# Offset Text
- Specs: Folded: 5.5" w x 8.5" h
- 16-pages + Cover (20-pages)
- Saddle-Stitch
- QTY: 2,500

Production Timeline:

Copywriting: March

Design: March/April

Photography: May/June

Load for printing: Early July

Print Delivery: late July/early August

Content Outline:

Cover: Mineral Springs Park Action Shot

Inside Cover and page 1: Introduction (addresses / contact info) + Table of Contents

Pages 2: History

Pages 3 - 5: Historic Neighborhoods/sites/markers

Pages 6 -7: Retail, dining, coffee shops & bars

Pages 8 - 9: Parks & Golf Courses: Happy Tails Dog Park, Dragonland Water Park, Blenkiron Park, Mineral Springs, Coal Miners Park, Lick Creek Golf Course, Parkview Golf Course & Sunset Hills Golf Course

Pages 10 - 11: Hunting & Fishing: Banner Marsh Conservation Area, JT McNaughton Park, Lick Creek Game Preserve, Spring Lake – State Fish and Wildlife Area

Pages 12: More Activities - Leos Art Studio, Paintball Park, Sunset Lanes, AMC, Pekin Library

Page 13: Lodging

Pages 14: Dedicated page to Marigold Festival

Page 15 - 16: Other events: Farmers Market, Honor America Celebration, Super Cruise, Miss Marigold Pageant, Downtown Concert Series, Christmas on Court, & Winter Wonderland.

Inside Back Cover: Amazing facts about Pekin; contact information; website

Back Cover: Photo Pekin with Discover Pekin logo overlaid