



**REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
MONDAY, MARCH 10, 2025
12:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes of the Regular EDAC Meeting on February 10, 2025

4. Public Input

5. Reports

5.1. Strategic Plan Scorecard

5.2. Staff Report

5.3. Greater Peoria EDC Updates

6. Unfinished Business

6.1. Recommendation for TIF Residential Renovation Program Policy

7. New Business

7.1. Presentation and Recommendation of a 3-Year Marketing Campaign

7.2. Recommendation to Engage Retail Strategies for Retail Business Recruitment Services

8. Any Other Business to Come Before the Commission

9. Adjourn

EDAC Meeting Minutes
February 10, 2025

Call to Order

The regular meeting of the Economic Development Advisory Committee was called to order at 12:00PM. A quorum was declared by D. Leman.

Attendee Name	Organization	Title	Status	Arrived
Roy Bockler	Economic Development Advisory Committee	Member	Present	Noon
Caty Campbell	Economic Development Advisory Committee	Member	Present	Noon
John Campbell	Economic Development Advisory Committee	Member	Present	Noon
Buster Hanley	Economic Development Advisory Committee	Member	Present	Noon
Drew Leman	Economic Development Advisory Committee	Member	Present	Noon
Amy McCoy	Economic Development Advisory Committee	Member	Absent	
Danielle Owens	Economic Development Advisory Committee	Member	Present	Noon
Earl Riley	Economic Development Advisory Committee	Member	Absent	
Liridon Rrushaj	Economic Development Advisory Committee	Member	Present	Noon
Dennis Short	Economic Development Advisory Committee	Member	Present	Noon
Jack Steger	Economic Development Advisory Committee	Member	Present	Noon

Others in attendance:

Josh Wray – Director of Economic Development, John Dossey – City Manager, Mary Burress – Mayor, Chris Setti – Greater Peoria EDC, Dave Nutter – Councilmember

Approve Agenda

D Short motioned to approve the agenda, seconded by C Campbell.

R Bockler counter motions requesting 6.1 and 6.3 be tabled, no second.

Motion to approve the agenda passed by voice vote.

Approval of Meeting Minutes

3.1 Minutes of the Regular EDAC Meeting on January 13, 2025

Motion to approve the minutes of the January 13, 2025 Regular EDAC meeting by D Short, seconded by D Owens. Motion passed by voice vote.

Public Input

None

Presentations and Reports

5.1 Greater Peoria EDC Reports

Mr. Wray noted that the Greater Peoria EDC Report is available in the packet and Mr. Setti of Greater Peoria EDC is present and can answer any questions.

5.2 New Business Occupancies

Mr. Wray explained that this report was originally requested by Tourism committee, but included because he feels it may be valuable information for this committee.

Mr. Bockler questioned if there could be information included on businesses closing. Mr. Wray explained if he is given the information, he will include it.

5.3 Staff Report

Mr. Wray provided an overview of the Staff Report. City of Pekin has received a tentative offer on land in Riverway Business Park from a company that did a national search. If approved, they estimate they could be open by end of next calendar year. It is estimated that this project would bring 100-200 jobs.

Unfinished Business

6.1 Strategic Plan

Using feedback and ideas received from some committee members for a vision statement, Mr. Wray created a draft vision statement, which is: Pekin is a vibrant, thriving, and business-friendly community where people of all ages and backgrounds can live, work, and play in a safe and sustainable environment.

Motion to move forward with this Strategic Plan by D Short, seconded by J Steger. One abstains – R Bockler. Motion carries by voice vote

6.2 Market Plan Survey Results

Mr. Wray provided an overview of the market plan survey that was performed by McDaniels Marketing. Most feedback was positive.

Mr. Bockler expressed that he feels it is important to relay information regarding who was surveyed, how many surveys were completed, and what groups of people were represented.

Mr. Leman highlighted the comment regarding entrance areas into Pekin and stated this may be a good place to start, to help bring people to come to Pekin.

Mr. Bockler commented that there is no mention of the youth sporting events and programs that this town was built on. This would be valuable for people looking to bring their families to Pekin. Mr. Bockler further commented that he feels strongly that we need to focus on inclusiveness.

McDaniels has developed a marketing plan that they will come and present to this committee. The plan is comprehensive – targeting families to move here, targeting businesses to open here.

There was a discussion about the recent graduating classes from the high school. Is there data on the number of graduates who go off to college, the number that return to Pekin, those who stay here, etc.

6.3 Residential Renovation Program

Mr. Wray reviewed a proposed TIF Residential Renovation Program that will be brought to council and seeks feedback from this committee.

Mr. Wray explains that the way the policy is current written, if a developer flips the house and sells it for profit, there is a profit share to match the percent of funding issued.

Suggestions from this committee include prioritizing owner-occupied projects over rental properties by offering a higher incentive, decreasing the cap per project to a \$25,000 max, and limiting the number of grants any one person can receive in a fiscal year.

New Business

7.1 TIF Overview

Mr. Wray provided an overview of the TIF program, as requested by this committee in the previous meeting.

The City currently has five TIF districts. There is no practical difference between the “residential” TIFs and the other TIFs. Every TIF agreement must go to City Council, as required by the state.

Central Business TIF is poorest performer, with an EAV that is lower than it was when it was created in 1986, even after being adjusted for inflation. Mr. Wray has an opinion that the focus on future TIF agreements, in general, should be those that increase the EAV instead of multiple smaller projects.

Southern TIF is performing extremely well. The EAV has risen 500% and that this would be a TIF that the City should consider extending.

Court Street TIF has increased by 10%.

Two residential TIFs seem to be doing well, but all have been new construction.

There are three current TIF-funded programs: Building Improvement Program, Residential New Construction Policy, a one-off tax rebate, grant, etc.

In recent years, about half of TIF funding has been used for public infrastructure projects. Next year, there will likely be more funding used to complete the Court Street project.

Suggestion made and discussion had about the potential to have the high school, instead of building a new home, take a vacant, blighted home and flip it.

Mr. Wray reviewed TIF basics and TIF-eligible expenses, which he explained is essentially everything up to vertical construction, for the most part. He also included a report for each TIF district and the agreements made under each.

Positive feedback from the group for Mr. Wray and providing all of the TIF information in one place and reviewing it for them.

Any Other Business to Come Before the Commission

None

Adjourn

Motion to adjourn the meeting by B Hanley at 1:15 P.M., second by J Campbell. Motion approved by voice vote.

The next regular meeting is scheduled for Monday, March 10, 2025 at Noon in the City Council Chambers.

	Baseline	To Date	Goal / Deliverable	Deadline
G1 S1 O1 Net 100 additional homes including 20 multifamily units.	-	1	100	Q4 2030
G1 S1 O2 Net \$18 million increase in industrial EAV.	\$12,078,077	\$12,078,077	\$30,078,077	Q4 2030
G1 S1 O3 Reduce retail trade gap by 20%.	\$51,560,963	\$51,560,963	\$41,248,770	Q4 2030
G1 S1 O4 Net 100 additional jobs.	10,729	10,729	10,829	Q4 2030
G1 S1 O5 Create entrepreneurship program.	Sponsor to SmartStart	Sponsor to SmartStart	Program kick-off	Q4 2026
G1 S1 O6 Create multiyear tourism strategy.	None	1-year tourism marketing plan adopted	Strategy adoption	Q4 2025
G1 S2 O1 Identify target industries.	None	None	Industry list	Q2 2025
G1 S2 O2 Attend 2 regional or national trade shows per year.	-	0	2+ shows/events	Q4 2025
G1 S2 O2 Fund at least \$40,000 annually for multi-year economic development marketing plan.	-	0	\$40,000 in budget	Q2 2025
G1 S2 O4 Identify and perform retention visits with top 10 employers and top 10 tax revenue generating businesses.	-	0	All visits complete	Q2 2025
G2 S1 O1 Maintain memberships with regional and national economic development organizations.	Pekin Chamber; GPEDC, PACVB	Pekin Chamber; GPEDC, PACVB	Chamber, GPEDC, PACVB, IEDA, APA	Q2 2025
G2 S1 O2 Participate in creation of Comprehensive Economic Development Strategy with Greater Peoria EDC	-	Missed Feb. CEDS mtg	CEDS update	Ongoing
G2 S1 O3 Attend regional economic development meetings or events at least monthly.	-	1	Event report	Ongoing
G2 S1 O4 Stand-up cooperative with neighboring cities and taxing bodies regarding the Luticken Property development.	None	None	First meeting report	Q3 2025
G2 S2 O1 Complete a new comprehensive land use plan.	-	-	Plan adoption	Q4 2027
G2 S2 O2 Complete proactive engineering studies for available sites of 10+ acres.	None	None	All studies complete	Q4 2026
G2 S2 O3 Spend at least \$5 million annually for infrastructure improvements.	-	0	Budget approval	Q2 2025
G2 S2 O4 Identify opportunities for improvements to railroad, airport, and river transportation systems.	-	-	Opportunity list	Q1 2026
G2 S3 O1 Maintain building code updated to one of most recent two code cycles.	2015 ed.	2015 ed.	2021 ed.	Q4 2025
G2 S3 O2 Perform holistic review of zoning code and make recommendations for changes to modern regulations.	-	-	ZBA recommendation	Q4 2028
G2 S3 O3 Finish reorganization of Riverway Business Park regulations.	Land covenants in place	Property owners voted to dissolve covenants	Record covenant removal	Q1 2025
G3 S1 O1 Publish small business resource webpage.	Webpage with list of resource links	Webpage with list of resource links	Final webpage live	Q3 2025
G3 S1 O2 Host town hall regarding business / development topics.	-	none	Townhall event	Q4 2025
G3 S1 O3 Create user-friendly website for available properties, incentives, and workforce info.	Pages for incentives, RWBP, and Luticken	New City website design started	Website live	Q2 2025
G3 S2 O1 Publish commercial/residential development guides to create centralized sources for development regulations.	-	-	Guides published	Q4 2026
G3 S2 O2 Consolidate permitting and licensing systems.	Three separate systems	Three separate systems	System launch	Q4 2026
G3 S3 O1 Send development staff to professional development training at least annually.	-	-	Training completion	Q4 2025
G3 S3 O2 Full staff development related positions.	Vacancies in engineering and building	Vacancies in engineering and building	All positions filled	Q3 2025
G3 S3 O3 Retain outsourced engineering and law firms to handle spikes in development activity.	Law firm retained	Law firm retained	Agreements approved	Q4 2025



REQUEST FOR COUNCIL ACTION

Agenda Date: March 10, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Staff Report

DESCRIPTION: Commercial

- Clanahan Wellness Center opened their new location at 2221 N Parkway Drive. The City held a ribbon cutting.
- Cullinan still plans to open Marshall's, Ross, and Five Below in fall 2025. Construction is ongoing.
- Staff is nearing completion on a downtown area guide in consultation with Pekin Main Street.
- A cannabis dispensary has received Zoning Board approval to open a location in downtown. City Council will vote on final approval on March 10. Staff estimates the dispensary will add \$50,000-\$100,000 to the City's tax revenue just from cannabis sales.

Industrial

- Staff is working with Intersect Illinois and GPEDC to attract a new industrial prospect in the medical manufacturing industry. They would purchase 66 acres, invest \$50 million into the site over 3 phases, and bring 100-200 jobs depending on how each phase goes. They do not need significant power or water supply, so this project could move very quickly, and we are told Pekin is the top site on their shortlist. We are told this is in the final stages of approval at DCEO for State incentives.
- Staff has had contact with a data center developer looking for 100+ acres to develop multiple data center buildings. Power is the largest constraint, but we have been working closely with Ameren on studying the requirements for the project.

Residential

- Staff received a TIF incentive application for a new \$500,000+ home in the East Residential TIF.
- Staff is working with EDAC and City Council to create a residential renovation program.

City Projects / Initiatives

- The next phase of Court Street, from Stadium to 8th, looks like it will be broken into two phases. This year, we plan to do 8th-10th (federal grant) and about 14th-Stadium. The middle portion from 10th-14th will be in 2026. This will allow for proper traffic control between

the projects, especially during Marigold Festival.

- Engineering contracts have been awarded for design work on Broadway from 14th-Parkway and the Veterans Drive extension to I-474.
- The City did not get the downtown streetscape grant, so those improvements are on hold.

Other

- City Engineer Josie Esker has taken another job opportunity. We have contracted Justin Reeise, former public works director and current civil engineer, to help with transition until a new full-time engineer is hired.



REQUEST FOR COUNCIL ACTION

Agenda Date: March 10, 2025
To: Members of the Economic Development Advisory Committee
From:

AGENDA ITEM: Greater Peoria EDC Updates

DESCRIPTION:

[Weekend Update, February 14, 2025](#)

[Weekend Update, February 21, 2025](#)

[Weekend Update, February 28, 2025](#)



REQUEST FOR COUNCIL ACTION

Agenda Date: March 10, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Recommendation for TIF Residential Renovation Program Policy

DESCRIPTION: City Council tabled this item in February and intends to discuss again on March 10. Councilmember Nutter specifically asked staff to bring back their thoughts to EDAC for discussion before the Council meeting.

Changes to the policy after the last EDAC meeting include:

- Lower maximum award for rental units
- No more than 50% of the program budget can go to one developer in a given year
- Prohibition of owner-occupied projects from becoming rental within 5 years after incentive payment
- Personal guarantee required for all incentive agreements
- Recording agreements against property



City of Pekin

TIF Residential Renovation Program

1 Purpose

The City of Pekin (hereafter "City") recognizes a core purpose for tax increment financing (TIF) districts to be the elimination of blighted areas, and the City acknowledges the existence of blighted residential structures throughout the community and in the established TIF districts.

The City endeavors to create sensical programs to help incentivize the revitalization of blighted residential areas, including this policy aimed at finding a creative way to renovate existing structures without the City forcing public ownership of property or incurring high costs and without displacing current homeowners or renters.

2 Definitions

"Developer" shall mean any individual, group of individuals, business, or other organization seeking to complete a renovation project under this policy.

"Dilapidated" shall mean a state of significant disrepair including critical defects in structural, electrical, plumbing, and/or mechanical systems extending beyond superficial or localized areas of the building.

"Director" shall mean the Director of Economic Development.

"Dwelling unit" shall have the same meaning as in the Pekin City Code, Chapter 4, Article III, Zoning.

"Eligible project expense" shall mean expenses eligible for reimbursement in accordance with the Illinois TIF Act.

"Residential structure" shall mean a building that may be lawfully and primarily used for residential use after project completion.

“Sale profit” shall be calculated by subtracting property acquisition cost, eligible project expenses, and expenses directly incurred for property sale from the sale revenue.

“Total Renovation” shall mean the structure is compliant with all existing building, zoning, and other code requirements after project completion; provided, zoning variances may continue or be obtained as part of the project.

3 Policy and Process

3.1 Developer Eligibility

- a) Developers and their contractors for projects under this policy must be compliant with all government registration and licensing requirements as applicable.
- b) Developers must not be
 - i. delinquent in payment of taxes or fees to the City or any governmental agencies imposing taxes or fees with authority to do so,
 - ii. a defendant in any action that serves as violation of any state, county, or federal law,
 - iii. bankrupt or insolvent,
 - iv. in breach or default of any agreement with the City, or
 - v. otherwise not in good standing with the City or other governmental agency.

3.2 Project Eligibility

- a) Projects must be entirely located within a City of Pekin tax increment financing district.
- b) The developer must own the project property or have a purchase agreement in place contingent upon incentive approval prior to application.
- c) Projects must be for the total renovation of residential structures that are dilapidated, currently vacant, and have been vacant for at least 12 months.
- d) Projects may be for residential structures housing no more than 4 dwelling units.
- e) Projects may be purposed to create owner-occupied homes or rental homes.

3.3 Incentives

- a) Incentives shall be made from the program budget as determined by City Council each fiscal year.
- b) No developer may be awarded more than 50% of total program budget under this policy in any given fiscal year.
- c) The maximum share of eligible project expenses paid by these incentives shall be 50% for any type of property.
- d) Owner-Occupied Projects:
 - i. The maximum incentive to renovate a property that will be owner-occupied shall be \$50,000.
 - ii. If the property is sold within 5 years after incentives have been paid under this program, the City shall be owed a share of the sale profit equal to the share of eligible project expenses paid by the City capped at the amount of incentives paid for the project. A memorandum to this effect shall be recorded against the property by the City at the expense of the developer.
- e) Rental Projects

- i. The maximum incentive to renovate a property that will be a rental property shall be \$30,000.
 - ii. If the property received incentives as an owner-occupied project, the property shall not be rented for at least 5 years after incentives have been paid. A memorandum to this effect shall be recorded against the property by the City at the expense of the developer.
- f) Incentives shall only be paid upon the developer obtaining a certificate of occupancy, completing all requirements of the applicable TIF agreement, and submitting a completed IRS Form W-9 to the Director.

3.4 Application and Approval

- a) Applications may be accepted on a first-come, first-served basis until all program budget funds have been obligated. If all program funds have been obligated in a fiscal year, new applications shall not be accepted until March of that fiscal year to be considered for the following fiscal year.
- b) Application for this program shall be made on such forms as published by the Director.
- c) Upon receiving a completed application, the Director shall notify the Chief Building Official of the application, and the two shall determine if the proposed project meets all developer and project eligibility criteria.
- d) If all criteria are met and if program budget remains, the Director shall cause the drafting of a TIF redevelopment agreement in accordance with this policy and the Illinois Tax Increment Financing Act (TIF Act).
- e) The proposed TIF redevelopment agreement shall be presented to City Council for consideration. A personal guarantee must be included in all agreements that are not entered into by an individual.



**ECONOMIC DEVELOPMENT TALENT
& BUSINESS RECRUITMENT
MARKETING PLAN**

MARCH 2025





Background

The City of Pekin is poised to enter a new age of growth and prosperity. While many communities struggle with living wage jobs, Pekin has a vast array of these opportunities from a diverse range of employers. With the recent acquisition of 1,000 acres on the north side of the city, residential and commercial development will certainly follow. Our current challenge is to prepare the right marketing strategy to drive this growth. We must tell the true City of Pekin opportunity story to attract a new generation of workers, investors, educators, leaders and volunteers.

A vital part of any brand strategy is developing a well-defined SWOT analysis based on stakeholder input. The following summary provides an overview of the input gathered through the City of Pekin Talent and Business Attraction Marketing Plan Input Survey.

Talent and Business Attraction Marketing Plan Input Survey

Overview

A community stakeholder survey was developed to gather a comprehensive overview of existing strengths and weaknesses. The survey was completed by 21 leaders in the City of Pekin, representing business, government, religious and non-profit entities, education, and the fine arts. The findings were then compiled and presented to the Pekin Economic Development Advisory Committee.

Summary of Findings

Pekin is the ideal hometown. It is warm, caring, and welcoming, a place where everyone feels like family. Nestled on the banks of the Illinois River, with beautiful parks, a low cost of living, and a wide variety of recreational activities, Pekin is truly a hidden gem waiting to be discovered.

With a central location, skilled workforce, robust industrial park, and extensive transportation infrastructure, Pekin is primed for expansive economic growth. With good schools and low crime rates, Pekin is the perfect fit for families of all ages. A city with boundless potential, Pekin is a great place to build a career, lay down roots, and enjoy life.

Despite its strengths, Pekin also faces challenges. With a shortage of available housing, the need for comprehensive city planning, and a tarnished public image, Pekin must take necessary steps to improve existing shortcomings and ensure future success.

Survey Questions & Summary of Responses

Q: What do you appreciate about Pekin?

Residents appreciate Pekin as a warm, caring, and welcoming community. The affordability and amenities available, including beautiful parks, great schools, and low crime rates, create an excellent quality of life for residents and make the community attractive for raising a family. Pekin has the right balance of a hometown feel while being the second most populous city in the metropolitan area after Peoria.

Q: What five words best describe the City of Pekin based on your experience with and perception of the city?

Down To Earth. Proud. Slower Pace. Welcoming. Neighborly. Family. Schools. River City. Hidden Jewel. Recreational Opportunities. Potential. Charitable. Neglected. Friendly. Continuing Progress. Room For Growth. Blue Collar.

Q: How do you think most current residents perceive the City of Pekin?

Overall, residents have mixed feelings about Pekin. Some are proud of the community's traditions, schools, and parks. Others find Pekin to be affordable and safe. However, there is also negative sentiment. Some believe Pekin's best days are in the past, citing blight, poverty, addiction, and homelessness as issues facing the community.

Q: How do you think outsiders perceive the City of Pekin?

There is a consensus that outsiders tend to perceive the City of Pekin negatively. In the opinion of many residents, there is a prevailing outside view that Pekin is a run-down community struggling with poverty and drug addiction. There is also concern that Pekin may be viewed as a racist community, stemming from echoes of the City's past. However, others feel that existing negative perceptions of the community are changing for the better, and a poor reputation is otherwise not justified.

Q: How can we change any negative perceptions people have?

- Building a collaborative effort between people and organizations in Pekin who believe in the city's future and are willing to work together to spread a unified message of positivity.
- Highlighting Pekin's size, workforce, and economic strength relative to other communities.
- Promoting assets such as the park system, riverfront, and educational opportunities.
- Improving the aesthetic appearance of our streetscape and main entrances into town.

Q: What are Pekin's greatest strengths for attracting businesses/investors to the city?

- County Seat of Tazewell County
- Most Populous Municipality in Tazewell County
- Large Workforce
- Low Crime Rate
- Affordable Cost of Living
- Excellent Parks and Schools
- Industrial Park & Airport
- Great Central Location

Q: What are Pekin's greatest weaknesses when it comes to attracting visitors and new residents to the city?

- The lack of direct interstate access.
- A reputation of not being business friendly.
- Insufficient marketing of the city's advantages.
- Being perceived as having a low-income population.
- Unaesthetically pleasing thoroughfares in major corridors.

Q: What type of businesses and jobs do we need to attract?

- Higher Quality Retail & Restaurant Chains
- Small Businesses Development
- Head of Household Jobs
- Quality Industrial & Manufacturing Jobs
- Healthcare Jobs

Q: What are Pekin's greatest strengths in attracting visitors and new residents to the city?

- Location
- Community Events
- Park System
- Low Crime
- Historic Downtown
- Affordability
- Education System
- The Marigold Festival
- Entrepreneurial Opportunity

Q: What are Pekin's greatest weaknesses when it comes to attracting visitors and new residents to the city?

- A poor regional reputation.
- The perception that Pekin is not business friendly.
- No direct Interstate access.
- Not properly promoting school quality.
- A lack of new construction housing.

Q: What are Pekin's greatest opportunities for residential growth?

There is currently not an adequate amount of housing available to fully satisfy demand at all income and economic levels. Additional opportunities include properly marketing Pekin as a great place to live and offering more incentives to encourage relocation.

Q: What type of workers do we need to attract? List professions.

Doctors. Lawyers. Business Professionals. The Trades. Skilled Manufacturing. Healthcare Workers. First Responders. Education Professionals.

Q: What kind of education and training programs do we need to lift more people into the workforce?

Programs identified included technical training, healthcare, and a focus on the trades. Pekin Community High School currently offers career training programs, and the need to promote and sustain those programs was identified. Additionally, promoting the educational opportunities offered by Illinois Central College in the Riverway Business Park and the Mid-America Carpenters Regional Council through their regional apprentice training facility located within the city.

Q: In your opinion, what sets Pekin apart from other cities or counties in the region?

- Quality Park System
- Good School Districts
- Golf Courses
- Recreation Opportunities
- Large Population Size in Relation to Neighboring Communities
- The Number of Community Organizations
- Availability Of Quality Industrial Land

Q: Are there any local initiatives or organizations that you think play a significant role in shaping Pekin's brand identity and reputation? If so, what are they and why?

- | | |
|----------------------------------|---------------------|
| • Pekin Area Chamber of Commerce | • United Way |
| • Pekin Main Street | • Kiwanis |
| • Dirksen Congressional Center | • Rotary |
| • School Districts 108 and 303 | • Boys & Girls Club |
| • Pekin Park District | • Salvation Army |
| • YWCA | • Churches |

Q: What are the untapped secrets of Pekin?

- Four Golf Courses
- Dirksen Congressional Center
- The Riverfront
- Land Availability
- Fresh Water Aquifers
- Entrepreneurial Opportunity

Q: What are some programs the City of Pekin used to offer or events that the City previously hosted that leadership should consider bringing back?

Identified was the desire of community stakeholders to have the opportunity for in-person dialogue with members of the City Council and City Staff on a regular basis. Suggested formats included a monthly town hall or informal coffee event.

Q: Do you have any other input pertinent to the development of the comprehensive marketing strategy for the City of Pekin to share with McDaniels Marketing and the EDC?

- "The Marigold Festival is probably a destination event. I think this could be much bigger to make it a destination."
- "Pekin has a vast amount of opportunity before it. It has been a struggle to get others to see and believe in Pekin. We need a vision to grow, and we need to be willing to think out of the box to attract business and residents. We need to turn the page on the negativity and need the community to believe in itself."
- "The best ideas often come from "talking it out". Consider small focus groups to take up these points raised in these questions. Let them discover their own vision and then compare each group's findings or collective beliefs. Seek an overlay of ideas. From there you will find the framework upon which to build a plan diverse interest groups can buy into."

S.W.O.T. Analysis

Our hometown is truly a special place. Our job is to simply persuade more people to move here and invest here so they too can enjoy the things we sometimes take for granted.

Strengths

- Affordable housing and cost of living proven to attract new residents from all over the country.
- A safe and stable community with a good mix of employment.
- A well-trained and capable workforce.
- A diversified employer base.
- Excellent public schools with curriculum that rivals what is found in larger metropolitan areas.
- The most advanced public high school campus in the region, featuring exceptional facilities and a wide variety of programs.
- The state's 5th largest park district, contributing greatly to quality of life.
- Outstanding regional community colleges and universities.
- A wide variety of exciting annual events, including the Marigold Festival, one of the state's largest festivals.
- A growing performing arts community.
- The change of seasons with mild winters.
- The most populous municipality in the County and the County Seat.
- The distribution power of the Illinois River and rail service.
- A City-owned Business Park and Municipal Airport.
- Great incentives for moving your family or business (we suggest developing more incentives like other communities have).
- Nearby cities of Peoria and Bloomington/Normal add more cultural amenities to complete the picture.
- Many opportunities to volunteer and practice your faith, hobby, or sport.
- Good cooperation between city and county government leadership.
- Outstanding access to clean water.
- The value of the local agricultural industry.
- A labor shed of 1 million people within a 60 mile radius.

Weaknesses

- Higher property, income, and sales tax rates than communities in bordering states.
- Reputation as a city in decline or one that is neglected.
- Declining school enrollments.
- Declining population.
- Limited new housing developments.
- No direct Interstate highway access.
- The lack of aesthetically pleasing streetscapes.

Opportunities

- Development of new north side expansion.
- Completion of Veterans Drive to Interstate 474.
- Reduction of blighted properties through property seizure and demolition so that new investments can occur.
- Promotion of the City-owned Business Park.
- Capitalize on the newly renovated Pekin Community High School—a facility like no other.
- Marketing of free lot incentive to encourage new investment; consideration of additional cash incentive.
- Marketing Partnership Grant programs through DCEO/IDT.
- Creation of a program featuring ambassadors that represent important community employers and organizations such as Districts 108 & 303.
- Utilization of tactics that target young people to keep them living here and/or draw them back to the area.

Threats

- Strained budget due to public pension debt.
- End of ARPA funding.
- Competition for other communities in states with lower costs and more land and properties available.
- Political climate in the United States.
- Resistance of people to live in a medium-sized market instead of a large urban center.

Pekin, Illinois Community Profile

Population: 31,126

Median Household Income: \$58,355

Location Advantage:

Located on the banks of the Illinois River, Pekin, IL, sits halfway between Chicago and St. Louis (about 165 miles from each), a few hours from Indianapolis, and just 10 miles south of Peoria. The county seat of Tazewell County, Pekin is the second most populous municipality in a Metropolitan Statistical Area that contains a population of over 362,000.



Diversified Economy

As the county seat for Tazewell County, Pekin enjoys a solid economic base and is home to many professional, industrial, and manufacturing jobs such as:

- Alto Ingredients
- Excalibur Seasonings
- Winpak
- Hanna Steel
- FLSmidth Excel Foundry



Other major employers include Carle Health Pekin Hospital, Pekin Insurance, school districts, county and city government, and many small service businesses.

Population & Size – Pekin, IL

- Pekin has a relatively stable population with access to the larger **Peoria metro area**, about 15 miles to the south. Peoria is a regional hub for manufacturing, healthcare, and education.

Economic Base: Manufacturing and Industry – Pekin, IL

- Historically, **Pekin's economy** has been driven by **insurance, machinery, metalworking, and agriculture**. Companies in Pekin and the surrounding region manufacture products used in agriculture, industrial machinery, and parts for the automotive and construction industries. The presence of **Caterpillar** in nearby Peoria has been a key influence on Pekin's industrial base.

Economic Diversification – Pekin, IL

- While Pekin remains reliant on manufacturing, the city has also seen diversification in recent years. The **healthcare** sector is significant, with Carle Health **Pekin Hospital** serving as a regional health provider. **Retail** is another important part of the local economy, with various shopping centers serving the local population.

Agriculture and Related Industries – Pekin, IL

- Agriculture is important in Pekin, particularly in the form of **food ingredients and ethanol**. The surrounding area is home to a significant number of **corn and soybean, wheat, pumpkin and other cropping farms**, and some agricultural-related businesses support the economy, from seed production to processing plants. **Transportation**, especially via rail and the **Illinois River**, plays a key role in distributing agricultural goods.

Workforce and Education – Pekin, IL

- Pekin has a stable labor force, but it is limited by the size of the local economy. The presence of **Pekin Community High School** and nearby colleges like **Illinois Central College** in East Peoria and Bradley University in Peoria provide a relatively skilled workforce.

Quality of Life and Amenities – Pekin, IL

- Pekin offers a quiet, small-town lifestyle with a relatively **low cost of living**. It has a number of local amenities, including parks, schools, and shopping centers, and it benefits from being close to **Peoria**, which offers more cultural, dining, and entertainment options.

Competing Communities Similar to Pekin:

Competing Community Profile #1: Muscatine, Iowa



Muscatine, Iowa, and Pekin, Illinois, are both smaller, Midwestern cities with economies historically rooted in **manufacturing** and **agriculture**. While they have distinct characteristics, they share similarities in terms of industry, population size, and regional economic focus.

1. Population and Size – Muscatine, Iowa

- Muscatine has a population of approximately **24,000** people (as of 2020), making it slightly smaller than Pekin. It is located in **eastern Iowa**, along the **Mississippi River**, and is part of the **Davenport-Moline-Rock Island metropolitan area**. Muscatine's population size is similar to Pekin's, but it is somewhat more isolated geographically compared to Pekin's proximity to Peoria. However, Muscatine benefits from its location in the Quad Cities metro area, which provides access to a larger workforce and economic opportunities.

2. Economic Base: Manufacturing and Industry – Muscatine, Iowa

- Like Pekin, **Muscatine's economy** has strong roots in **manufacturing**, with a long history in the **furniture, paper, and agriculture-related industries**. The city is home to major manufacturers like **HNI Corporation** (a leading manufacturer of office furniture) and **Muscatine Power and Water**. **Agricultural processing** is also a significant part of Muscatine's economy, as the area is a key part of the **corn and soybean belt**, and local companies process agricultural products such as grain, soybeans, and livestock feed.

Muscatine's **manufacturing** sector is a key competitor to Pekin's, as both cities have historically relied on **blue-collar industrial jobs**. **Muscatine** also benefits from its proximity to

the larger **Quad Cities metro area**, which includes the cities of Davenport, Moline, and Rock Island. This allows Muscatine to access a wider labor market and economic base.

3. Economic Diversification – Muscatine, Iowa

- Muscatine has a somewhat more diversified economy compared to Pekin, particularly in terms of its **manufacturing base**. Beyond furniture and agricultural products, Muscatine has developed a notable presence in **paper** manufacturing, particularly with the **WestRock** paper mill, which is one of the largest employers in the city. **Muscatine Power and Water**, a publicly owned utility, is also a significant employer. **Healthcare** and **retail** play important roles as well, with local medical centers and a retail sector that serves both Muscatine residents and those in nearby rural areas.

4. Agriculture and Related Industries – Muscatine, Iowa

- **Muscatine's agricultural roots** are also deep, including the presence of Kent Feeds. The city is located in a prime position along the **Mississippi River** in Iowa, part of the nation's **agricultural heartland**. The city is known for its **grain elevators**, **soybean processing**, and **agriculture-related manufacturing**. Muscatine is a key part of the **Mississippi River grain transportation system**, which is critical for farmers in the surrounding region. **Agricultural equipment manufacturers** like **John Deere** also have a presence in the Quad Cities area, indirectly supporting Muscatine's agricultural economy.

Both cities are key players in the **agriculture** sector, but Muscatine has the advantage of being part of a **larger agricultural network** within the **Quad Cities**, which is a region known for advanced ag-tech and large-scale commodity processing.

5. Workforce and Education – Muscatine, Iowa

- Muscatine benefits from being part of the **Quad Cities metro**, which includes several larger colleges and universities, such as **St. Ambrose University** in Davenport, **Western Illinois University-Quad Cities**, and **Eastern Iowa Community Colleges**. These institutions provide a steady pipeline of workers in areas such as **engineering**, **business**, **healthcare**, and **advanced manufacturing**. Additionally, Muscatine has its own **Muscatine Community College**, which helps train local workers and offers continuing education and job training programs.

6. Quality of Life and Amenities – Muscatine, Iowa

- Muscatine offers a similarly **affordable lifestyle** but with the added benefit of being located along the **Mississippi River**, which provides scenic views, recreational opportunities, and outdoor activities. It has a strong sense of community and is known for its annual events like the **Muscatine County Fair**. Being close to the **Quad Cities** metro area also gives Muscatine residents access to a wider range of amenities, including larger cultural institutions, shopping, and entertainment options.

Conclusion: How Muscatine Competes with Pekin

Muscatine, Iowa, competes with Pekin, Illinois, on many levels, particularly through its **manufacturing, agriculture, and workforce development** sectors. Both cities have historical ties to **industrial production**, but Muscatine has benefited from its location within the **Quad Cities metro area**, providing it with access to a **larger, more diversified regional economy** and a broader workforce. Muscatine's strong presence in **furniture manufacturing, agricultural processing, and paper production** gives it a slightly more diversified industrial base compared to Pekin, which has a heavier reliance on **metalworking and machinery manufacturing**.

Muscatine's **location** along the **Mississippi River** and access to **advanced manufacturing and technology** in the Quad Cities also give it a competitive edge, particularly for industries looking for a connection to larger markets and logistics hubs. However, Pekin has the advantage of being near **Peoria**, a significant regional economic hub, and benefits from its ties to **Caterpillar** and other major employers in central Illinois.

In summary, **Muscatine** competes with **Pekin** through its **manufacturing diversity, proximity to the Quad Cities metro**, and more robust infrastructure and workforce development options. Both cities offer a **lower cost of living** and opportunities in **blue-collar industries**, but Muscatine's proximity to a larger regional economy and its lower tax burden on businesses and residents gives it an edge in attracting diverse industries and future growth.

In general, Muscatine may have lower overall property and sales tax burdens, while Pekin's flat income tax rate may be more straightforward. However, specific rates can change, so checking local government websites or recent tax assessments can provide the most accurate and updated information.

Famously known as the Pearl Button Capital of the World.

Competing Community #2: Marion, Indiana



Population: Around 29,000.

Economy: Marion's economy has also been rooted in manufacturing, although it has seen some transition to health care and education. Like Pekin, it's an affordable, mid-sized town with a mix of small businesses and industrial employment.

Comparison: Marion is comparable to Pekin in terms of economic profile, particularly in the way it blends old manufacturing with newer, service-oriented sectors like health care.

1. Economic Profile – Marion, Indiana

- Marion has a comparable economy, with a significant emphasis on **manufacturing**, particularly in **automotive parts**, **industrial products**, and **metal fabrication**. Historically, Marion has been a center for **glass manufacturing** and has a diverse industrial base, though, like many Midwestern cities, it has faced challenges due to the decline of traditional manufacturing. Marion's economy also includes a growing focus on **healthcare** (due to facilities like Marion General Hospital), **retail**, and **education** (with a local university, Indiana Wesleyan University).

Agriculture also plays a role in Marion's economy, especially with the surrounding rural areas contributing to food processing and agri-business activities. Marion is part of the larger **Fort Wayne metropolitan area**, which allows it to draw economic and workforce support from a larger regional base.

2. Manufacturing – Marion, Indiana

- Marion's manufacturing base has historically been focused on **automotive parts** (especially since it was home to a major **General Motors** plant for decades until its closure). However, manufacturing in Marion has faced significant challenges, especially with the broader decline in U.S. manufacturing in the late 20th century. Despite this, the city still maintains a diverse industrial base, with local companies producing **industrial machinery**, **metal products**, and **glass**. Marion has also attracted smaller manufacturers in areas like **electronics** and **plastic products**.

Both cities share similarities in their reliance on **blue-collar, manufacturing-based economies**, although Marion has perhaps been more impacted by the broader shifts in the automotive industry.

3. Population and Labor Force – Marion, Indiana

- Marion's population still has a sizable labor force bolstered by the nearby Fort Wayne metro area. Marion competes for workers within its region and benefits from being part of a growing economic zone that includes Fort Wayne, which is one of Indiana's larger cities. The presence of **Indiana Wesleyan University** provides an additional labor pool of students and faculty, particularly in education and healthcare-related sectors.

Marion's workforce has historically been more reliant on manufacturing jobs, though like many Midwest cities, it's seen shifts toward service-based industries in recent decades. The city has focused on **workforce development programs** to help retrain workers for newer, high-demand industries such as healthcare and logistics.

4. Quality of Life and Amenities – Marion, Indiana

- Marion, like Pekin, offers a more affordable and quieter lifestyle. It is well-positioned near **Fort Wayne**, providing access to a larger city for cultural events, dining, and shopping. Marion's proximity to larger metro areas (Fort Wayne) makes it a potential residential area for those working in or near the larger cities, while still offering a lower cost of living.

Marion has a strong educational system, and its **healthcare facilities** are a central part of community life. Like Pekin, it offers a small-town atmosphere but with access to urban amenities within an hour's drive.

5. Growth Challenges – Marion, Indiana

- Marion faces similar challenges as Pekin, particularly with the decline of traditional **automotive manufacturing** and the loss of large employers like the GM plant. However, the city has a somewhat more diversified economy now, with a growing **healthcare sector** and an emphasis on **education** through Indiana Wesleyan University. The city has also been working to capitalize on its **location** in the **Fort Wayne metro area**, positioning itself as a lower-cost alternative to more expensive urban centers while still having access to regional job markets.

Conclusion:

Both **Pekin, Illinois**, and **Marion, Indiana**, share similar economic characteristics, with both cities having deep ties to **manufacturing, agriculture, and blue-collar industries**. However, they have slightly different approaches to economic diversification. **Pekin** has become more reliant on **retail, healthcare, and service industries**, while **Marion** has focused more heavily on expanding its **education and healthcare** sectors.

In terms of economic resilience, **Pekin** may be a bit more stable, as it has a larger service sector, whereas **Marion** faces more significant challenges due to its reliance on manufacturing, particularly automotive. Both cities are relatively affordable and attract people looking for small-town living with proximity to larger metropolitan areas. However, **Marion's** connection to **Fort Wayne** might offer it more growth potential in the long term, especially if it can continue diversifying its economy.

Famous for...

- **James Dean's birthplace:** The iconic actor was born in Marion in 1931 and grew up in nearby Fairmount. The city hosts an annual James Dean Memorial Service and Remembering James Dean Festival.
- **Christmas City USA:** Marion is synonymous with the Christmas City USA holiday display, which features a famous Walkway of Lights

Competing Community #3: Marion, Iowa



1. Size and Population – Marion, Iowa

- As of the last census, Marion has a population of around 40,000. It's part of the Cedar Rapids metropolitan area, which gives it some access to larger city amenities while maintaining a small-town atmosphere.

Competitive Edge: Marion, Iowa, benefits from being near Cedar Rapids, which is a larger city with more economic activity. However, Pekin has a similar advantage of proximity to Peoria, a larger regional hub, especially for those interested in business, culture, or education. The city of Cedar Rapids grew 9.3% according to the last census. Where Peoria's population shrunk.

2. Economy and Industry – Marion, Iowa

- Marion's economy is diverse, with strong sectors in manufacturing, technology, and retail. It has been attracting more high-tech businesses and growing in industries such as healthcare and education. Its location within the Cedar Rapids metro area also helps, as Cedar Rapids has a robust economy in fields like insurance, financial services, and manufacturing.

Competitive Edge: Marion is likely to have an edge in terms of tech industry growth and access to the larger Cedar Rapids metro economy. Pekin, however, might have advantages in industries related to agriculture and distribution, given its location in central Illinois.

3. Education and Schools – Marion, Iowa

- The city has a well-regarded public school system and is part of the Linn-Mar Community School District. The area is also home to Kirkwood Community College and is near the University of Iowa, which provides residents with access to higher education and cultural activities.

Competitive Edge: Both cities offer good educational opportunities, but Marion's proximity to the University of Iowa might give it a slight edge for residents seeking access to a major university. However, Pekin benefits from being closer to Illinois State University and Bradley University in Peoria.

4. Quality of Life and Amenities – Marion, Iowa

- Marion offers a mix of small-town charm with proximity to the amenities of Cedar Rapids. It has strong parks, recreational opportunities, and a growing downtown area. Marion is also recognized for its community-driven events and activities.

5. Real Estate and Cost of Living – Marion, Iowa

- Marion's housing market has been growing due to the proximity to Cedar Rapids, making it a popular choice for people working in Cedar Rapids but preferring a suburban or smaller-town setting. The cost of living is relatively affordable compared to larger metro areas.

Competitive Edge: Both cities offer affordable housing, but Marion may have a slight edge in terms of property value appreciation, especially given its location in a growing metro area.

6. Cultural and Recreational Opportunities – Marion, Iowa

- Marion's location near Cedar Rapids gives residents access to museums, theaters, music venues, and festivals. Cedar Rapids offers a rich cultural scene, including the Cedar Rapids Museum of Art, the Paramount Theatre, and various music and food festivals.

7. Transportation and Accessibility – Marion, Iowa

- Marion is well-connected by Interstate 380 and is located near major highways, making it easy to access Cedar Rapids and Iowa City. Cedar Rapids also has an airport with regional flights, which makes travel more convenient.

Competitive Edge: Both cities have good access to major highways and regional airports, but Marion might have a slight advantage due to its proximity to Cedar Rapids and the larger infrastructure available in the area.

Conclusion:

Marion, Iowa, and Pekin, Illinois, are both appealing for different reasons. Marion offers strong economic growth, proximity to a larger metro area (Cedar Rapids), and a developing cultural scene, which gives it an edge in terms of modern amenities and future potential. Pekin, on the other hand, benefits from its location near Peoria, its rural charm, and its lower cost of living. The choice between the two would depend on personal preferences—whether someone values proximity to a larger city (Marion) or prefers a quieter, more rural lifestyle (Pekin).

Competing Community #4: East Ridge, Tennessee



East Ridge, Tennessee, and Pekin, Illinois, are two cities that, while geographically distant and situated in different regions of the United States, can be compared based on various factors such as size, economic development, tax rates, cost of living, and quality of life. Here's a detailed comparison of how they might "compete" with each other across different categories:

1. Location and Accessibility – East Ridge, Tennessee

- East Ridge is a suburb of Chattanooga, a major city in southeastern Tennessee. It is located along **Interstate 75**, providing easy access to both **Atlanta** (about 2 hours south) and **Nashville** (about 2 hours north). The city benefits from Chattanooga's proximity, which is known for its economic, cultural, and educational opportunities.

Competitive Edge:

East Ridge, being close to Chattanooga and having easy access to larger cities like Atlanta and Nashville, might have a **stronger regional connectivity** than Pekin. Chattanooga is a growing economic and cultural hub, and East Ridge can tap into that while maintaining a suburban lifestyle.

2. Economy and Job Market – East Ridge, Tennessee

- East Ridge is part of the larger **Chattanooga metropolitan area**, which has a diversified economy. Key industries in Chattanooga include **manufacturing, transportation, logistics, healthcare, education, and technology**. Companies like **Volkswagen, Amazon, and Unum** have significant presences in the area, providing job opportunities across various sectors. East Ridge benefits from its proximity to Chattanooga's economic activity.

Competitive Edge:

East Ridge may have a **more robust economy** due to its proximity to Chattanooga's expanding job market, particularly in high-growth sectors like **technology** and **logistics**. Pekin has a solid agricultural and industrial base but might not have as much economic diversity.

3. Cost of Living and Housing – East Ridge, Tennessee

- The cost of living in East Ridge is relatively **affordable**, especially compared to larger cities. Housing prices are lower than in Chattanooga proper, but still close enough to benefit from the city's amenities. Overall, East Ridge offers a suburban lifestyle with more affordable housing options than in the larger city.

Competitive Edge:

Both East Ridge and Pekin offer affordable living compared to larger cities, but **Pekin** may have the edge in **affordable housing** due to its more rural setting and lower property costs.

4. Taxes – East Ridge, Tennessee

- **East Ridge, Tennessee:**
Tennessee has no **state income tax**, which is a significant advantage for residents. However, it does have a **state sales tax** of **7.00%**, and East Ridge imposes an additional local sales tax, bringing the total rate to **9.25%**. Tennessee property taxes are generally moderate compared to other states, with an average effective rate of **0.75%**.
- **Pekin, Illinois:**
Illinois has a **state income tax rate** of **4.95%**. Pekin adds a local **sales tax** of **2.50%**. The total sales tax is **9.50%**. Property taxes in Illinois are relatively high, with an average effective rate of around **2.50%**, which is one of the highest in the U.S.

Competitive Edge:

East Ridge likely has a significant advantage due to Tennessee's lack of a **state income tax**, making it more attractive for residents in terms of overall tax burden. Pekin's high property taxes and income taxes may be a drawback for those considering relocating based on tax considerations.

5. Quality of Life and Amenities – East Ridge, Tennessee

- East Ridge is a suburban community with access to all the amenities of Chattanooga, including parks, cultural attractions, and outdoor activities like hiking, rock climbing, and boating. Chattanooga is known for its vibrant arts scene, historical sites, and a growing

number of restaurants and breweries. East Ridge is also close to the **Great Smoky Mountains** and other natural attractions.

Competitive Edge:

East Ridge likely has the advantage in terms of **cultural amenities** and access to outdoor recreation, especially due to its proximity to Chattanooga's urban and natural attractions. Pekin, while offering a quieter lifestyle, may not have the same level of amenities or access to larger urban offerings.

6. Education and Schools – East Ridge, Tennessee

- East Ridge is served by the **Hamilton County School District**, which includes schools in Chattanooga. Hamilton County has some well-regarded schools, and the area benefits from the nearby **University of Tennessee at Chattanooga**, offering higher education options.

Competitive Edge:

Both East Ridge and Pekin offer good educational opportunities, but **East Ridge** might have an edge due to its proximity to the larger **Chattanooga metro** and the educational resources available through the University of Tennessee at Chattanooga.

Conclusion:

East Ridge likely has a competitive edge in terms of economic development, climate, quality of life, and tax advantages, but **Pekin** may appeal to individuals looking for a slower pace of life, a smaller community, and more affordable housing.

Other communities...

Here are some other cities with similar population sizes and cost of living:

1. **Jackson, Michigan:** With a population close to 30,000, Jackson offers a low cost of living and a community-focused atmosphere.
2. **Galesburg, Illinois:** Approximately the same population as Pekin, Galesburg features affordable housing and a variety of local amenities.
3. **Carbondale, Illinois:** Home to Southern Illinois University, Carbondale has a population of around 26,000 and a reasonable cost of living, with a mix of residential and student life.

Tax Rate Comparisons

Although Illinois has an overall higher average property tax rate, competing states have higher taxes in some categories. State income tax in Iowa is higher than in Illinois, and the gasoline tax is higher in Indiana. Here are some quick examples:

GASOLINE TAX



Illinois

As of January 2025, the gasoline tax rate in Illinois was \$0.47 per gallon.

Source: Illinois Department of Revenue



Indiana

As of January 2025, Indiana's gasoline tax rate was \$0.53 per gallon.

Source: Indiana Department of Revenue



Iowa

As of January 2025, Iowa's gasoline tax rate was \$0.25 per gallon.

Source: Iowa Department of Revenue

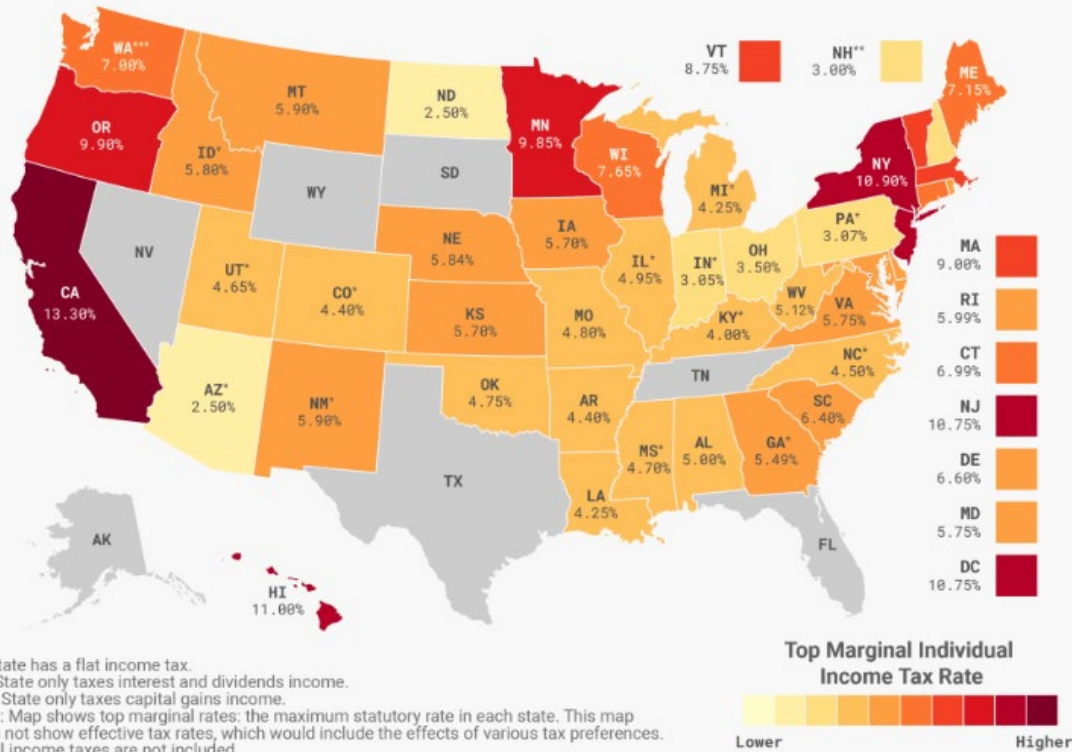


Tennessee

As of January 2025, Tennessee's gasoline tax rate was \$0.26 per gallon.

Source: Tennessee Department of Revenue

Top Marginal State Individual Income Tax Rates (as of January 1, 2024)



TAX FOUNDATION

@TaxFoundation

Property Tax Rates

Pekin, IL	Marion, IN	Muscatine, IA	Marion, IA	East Ridge, TN
2.47%	4.712%	1.67%	2.13%	2.23%

Marketing Strategy/Recommendations

Target Audiences

- Adults who live in higher-cost-of-living areas in Chicago, Milwaukee, Detroit, Minneapolis, and more
- Behavioral segments (Recent College Graduate, Interested in New Employment, Income/Buying Habits, Recently Moved, etc.)
- Pekin Community High School graduates
- New retail developers and business owners
- New corporate/industrial businesses and developers
- Current area residents, changing the regional narrative through community advocacy

Objectives

- Attract new residents and residential developers
- Attract new retail businesses/developers
- Attract new corporate/industrial businesses/developers
- Recruit new workers and build more awareness of area employers and their open positions and benefits
- Market quality of life attributes, including the overall community amenities, culture, and affordable cost of living advantage compared to larger metros

Strategy

We have crafted a strategy that fills the vacuum with valuable and powerful information about Pekin, IL! This marketing effort will be built upon developing a vastly improved messaging platform that communicates the core advantages that the city can deliver to potential new talented workers, business owners, site selectors, investors and developers. The first step will be to develop a fresh new brand for the city and the economic development effort. This platform will be conveyed through dedicated website content and new comprehensive collateral pieces that can be mailed and emailed to prospects. The promotional strategy will be fueled by a digital advertising campaign on Facebook/Instagram and LinkedIn along with paid and earned media coverage in select print and native digital placements in key site selector and business publications. The public relations strategy will focus on new residential and business incentives along with the northside land expansion.

Tactics

Brand Development

Our Approach: McDaniel's Marketing is a proven "Place Marketing Firm" that will research, create, and develop an implementation plan for a community branding initiative for the City of Pekin. Our team has already conducted the necessary fact-finding research to draw out the most dynamic community advantages to incorporate into the new brand and corresponding campaign. This will include brand logo design concepts, brand messaging, tagline concepts, and a full set of brand standards and templates to support the overall brand initiative and necessary build-out. We will present a minimum of three distinct creative options based on the results of the advanced research study. The selected brand logo and tagline will be delivered along with a brand style guide for use with the following marketing tactics:

- a. Print and digital advertising
- b. Website design integration
- c. Collateral
- d. Public Relations
- e. Outdoor signage and brand recognition.

Logo and Visual Identity:

Our ability to craft amazing new community brands will be directly applied to creating a new logo and visual identity that reflects the City of Pekin's unique character. This brand logo color scheme, icons and other design elements will promote what makes Pekin special and appealing in a regionally competitive environment. Every Central Illinois community is in a battle for new residents and business investment. Therefore, it is vital to invest in dynamic brand messaging and design.

Through a comprehensive brand standards guide, we will ensure consistency across all communication channels, including projects executed internally and externally by our team and other partners.

Brand Development Process:

We will...

Develop a brand that reflects what Pekin is to residents, business owners and investors by identifying its unique voice and spirit!

Research/Define

- Research destination/area and target markets.
- Develop brand promise and positioning statements.
- Develop a tagline that aligns with the brand promise.
- Define the direction for the brand logo by presenting 3 to 5 distinct concepts.

Design/Develop

- Establish fonts, color palette and style choices that serve as the foundation for the entire marketing effort
- Create a logo that reflects the brand and can be used across platforms, from print to digital, social and merchandising (optional sizes and orientations that can transition from a billboard to a Facebook profile pic).
- Create a style guide that clearly outlines how to use the styles established (fonts, colors, etc.) and logo usage to ensure consistency.
- Develop designs for how the brand can be utilized in:
 - Advertising (print and digital)
 - Email
 - Social Media
 - Signage
 - Collateral

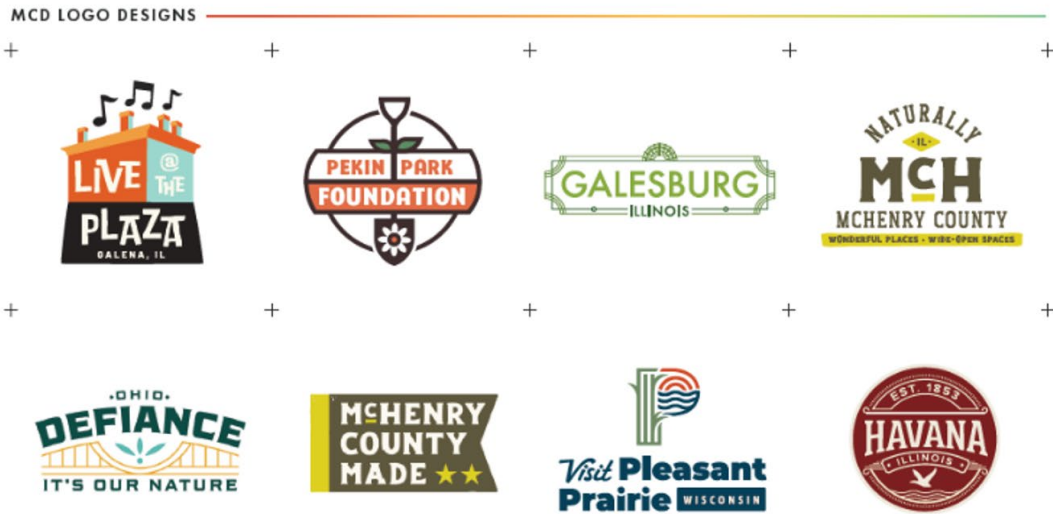
Present and Refine

- Present to the brand steering committee – revise and re-present, if necessary
- Narrow logo and tagline choices
- Focus group test
- Select brand logo, tagline and elements for final approval and launch

Implementation Plan

- Finalization of logo files for use across all marketing platforms, websites, social media and more
- Distribute brand package to all area departments and community stakeholders
- Brand integration and launch implementation strategy developed
- Launch brand via public relations and advertising
- Write, design and develop a new community guide, trade show displays and other materials
- Execute signage and infrastructure branding and integrate into live/work/invest website content

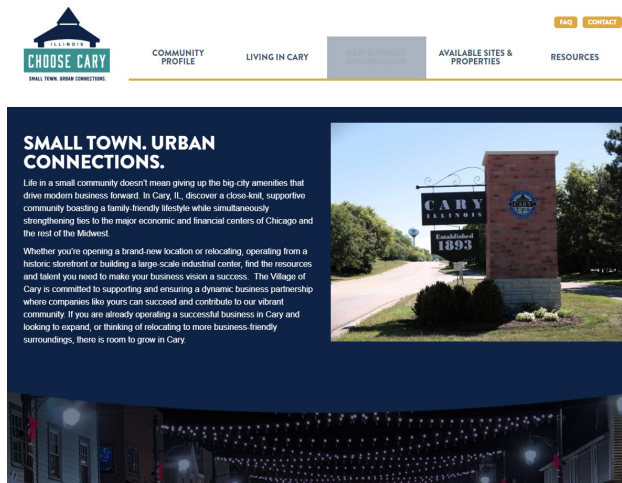
Examples of Brands Developed by McD:



Dedicated Economic Development Website Content

Potential new residents, business owners and developers need to be extremely impressed by a website when they click an ad or post. We propose the development of a dedicated website URL for the city's economic development efforts. Our team will write, design and build a comprehensive website section focused on recruiting new workers, businesses and developers as a part of the new website being built by Civic Plus. The site will link to discoverpekin.com.

Here is a great example of the type of content we will build: www.choosecary.com

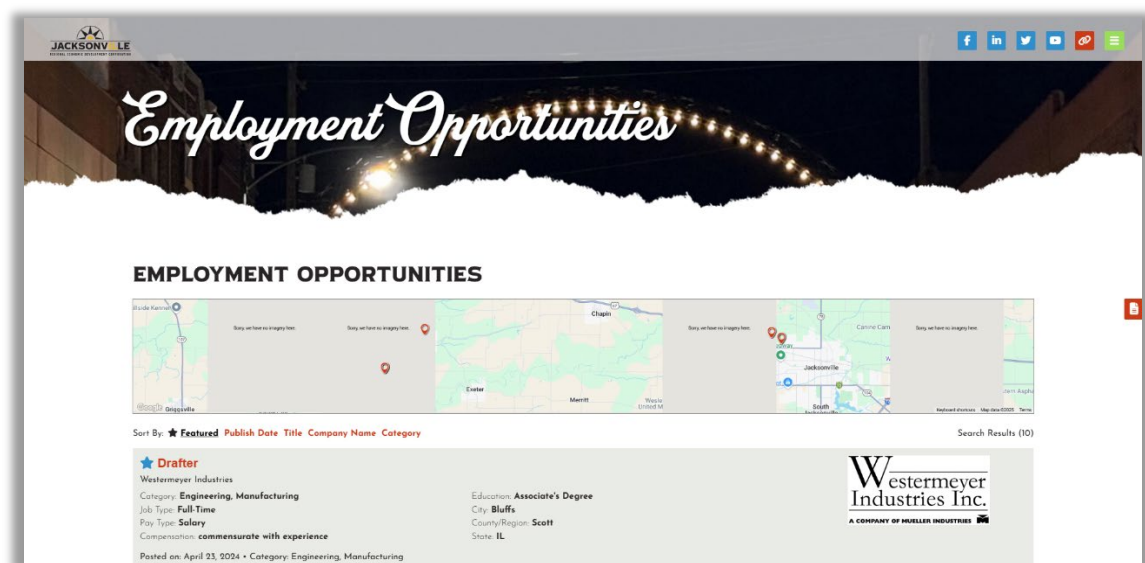


We Recommend...

- An Entire Section About Living in Pekin
- Neighborhoods
- New Residential Developments & Green Space
- Schools
- Parks (Such as Featured on the Pekin Park District Sites)
- Amenities
- The Greater Peoria Area
- Cost of Living Differences Compared to Large Expensive Cities
- Testimonial/Stories from Current Residents Who Moved Here
- Industrial Parks, Enterprise Zones, TIF Districts
- Transportation

More Recommended Content

- A “Relocate or Start Your Business Here” section featuring robust content, including additional stats and testimonials from current businesses.
- Dedicated pages on each business park, corridor, green space or new development.
- A job board that enables area employers to post all of their jobs and growth opportunities.
- Written and video stories about successful businesses who have been started here or relocated here and what the impact has been on the community and the ownership of that business.



Photography & Video Development

Photography & video development will enable us to tell Pekin's story, from highlighting the city's rich history and famous past residents such as Everett Dirksen and Scott Altman, to profiling the achievements of young professionals who are products of the city's excellent schools. The success stories of Pekin businesses and residents will be front and center.

In addition, we will develop videos that highlight live, work and invest attributes of the City of Pekin.

Why McD for Video? Place Marketing Video is What We Do and a Whole Lot More. *Check out our work.*

JACKSONVILLE EDC LIVE/WORK/INVEST VIDEO CAMPAIGN:



<https://www.youtube.com/watch?v=fEuMzvM5MmQ>



<https://www.youtube.com/watch?v=V0jDc0JIP8>



<https://www.youtube.com/watch?v=drFeeb8DZz8>

Our Full Place Marketing Reel:

<https://www.youtube.com/playlist?list=PLlzhMH20b0eed8CUXcatS7x6EPYgX02z>

The McD Video Process:

Script Writing & Shoot Planning

First, your videos need to be relatable to your target market. Whether it's a short creative that shows your brand's personality or a longer educational video that guides your target market into action, we'll help you craft the message through clever script writing, storyboarding, and shoot planning.



Video Shooting & Direction

Once we have the plan in place, we start pulling all the pieces together: casting talent, securing locations, picking the voice-over and music, and gathering all the props and equipment we'll need. And while our directors do crack a smile every time they get to use the clapper (it's the simple things in life... no judging), we also have the creativity, equipment, and lighting needed to produce a high-quality video in time and on budget.

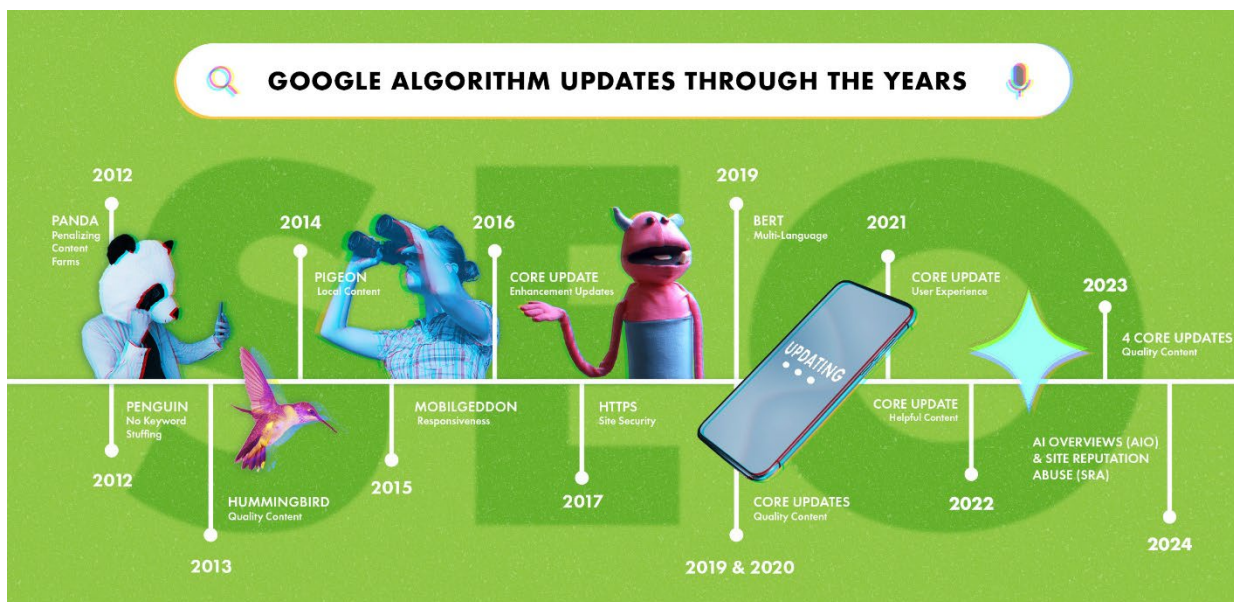
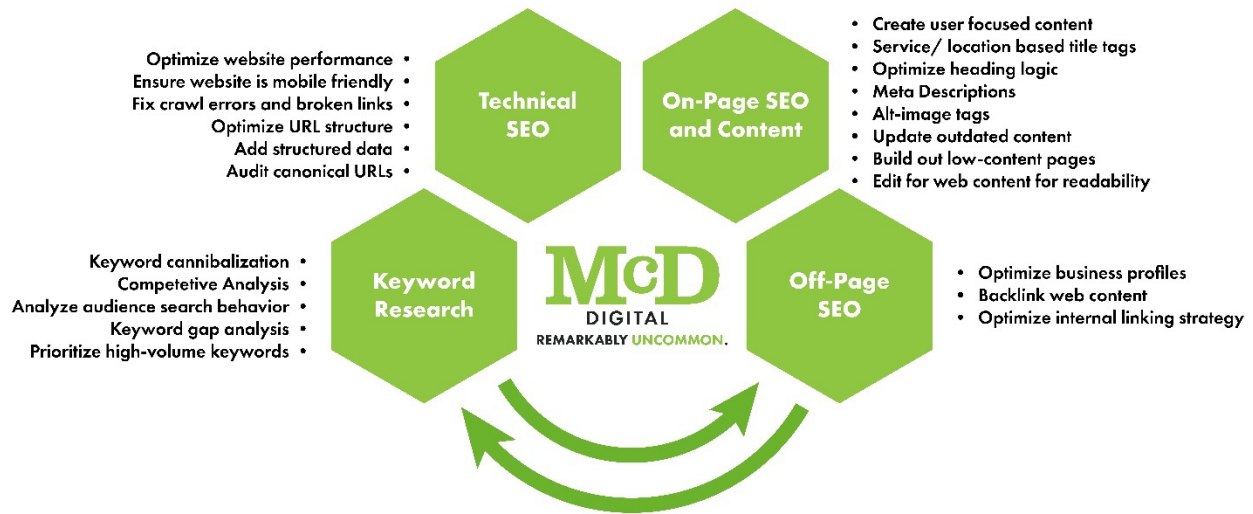
Motion Graphics & Animation

Did you know that creating one second of animation takes about an hour (sometimes more)? That's a pretty big investment, but it's well worth the effort when it helps grab attention and push your brand forward. Our team can help you create animated ads, infographics, 2D and 3D animations, and character animations that can be used as part of your social media and video communications. We can also add motion graphics to any of our videos to give them a little more polish and pizzazz (jazz hands optional).

SEO

An SEO program is not an end destination but an ongoing, ever-changing process. It's a long-term strategy of keyword utilization, content evaluation, technical optimization, and constant monitoring of complex search engine algorithms. It looks at the big picture of all interactive elements and ensures these pieces function at their maximum potential, thus driving the right traffic to the City of Pekin EDAC website content.

SEARCH ENGINE OPTIMIZATION



Keyword Research

Keywords are essential to creating helpful and engaging content, and keyword research is the process of discovering high-volume words or phrases that people use to find your website organically through search engines. It is all about anticipating the topics your target audience will use in a search. This process allows you to identify opportunities to build your content around these target keywords and gives you the tools to optimize existing content and on-page SEO.

When evaluating potential relocation options, professionals typically search for factors that align with their personal and professional priorities. These factors—such as cost of living, quality of education, networking opportunities, business support, recreational activities, and employment prospects—are often tied to specific keywords that can be targeted using keywords. When attracting talent or expanding a brand presence, ranking well for these relevant keywords is essential. Optimizing for terms like “affordable housing,” “cost of living,” “top schools,” “job opportunities,” and “business resources” can increase the visibility and appeal to professionals who want to relocate for career and family considerations. Below is an example of keywords people use when considering relocating and the search volume associated with each keyword.

Keyword	Search Volume
affordable housing	165k
cost of living	49.5k
nightlife	14.8k
best place to live	5.4k
business opportunities	3.6k
midwest cities	2.9k
local parks	2.4k
career advancement	1.9k
young professionals	1.6k
commute time	480

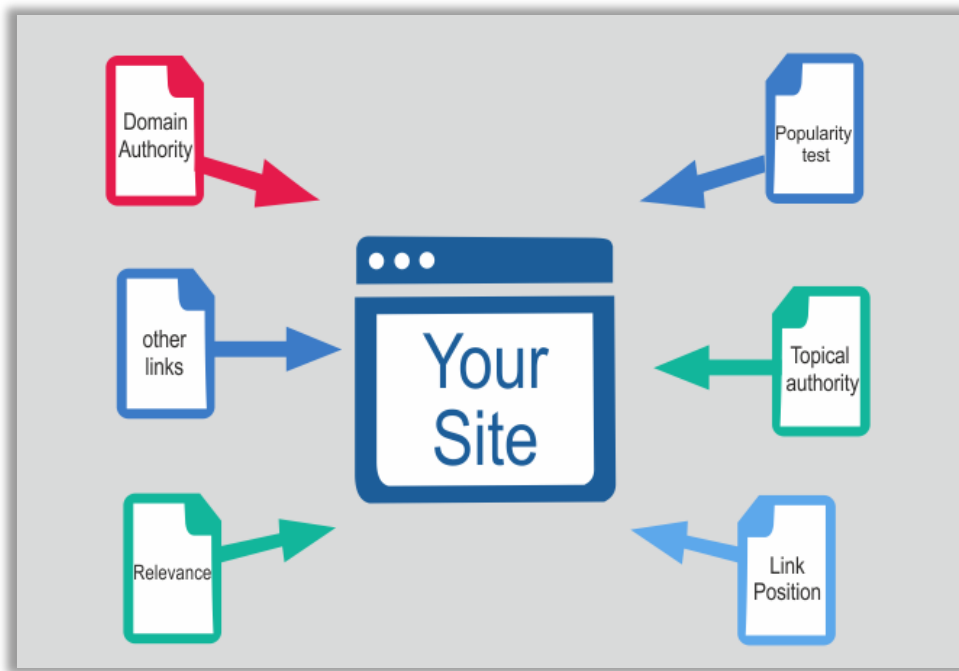
Blogging

Blogging is a relevant topic when it comes to SEO and creating user-centered information. Blogging, even at its foundation, is a way to build trust and utilize keywords that prospects use when they search. It shows that you have competencies in the topic you are writing about and that there is a reason to learn from what you have to say. This concept is called E-A-T and stands for Expertise, Authoritativeness, and Trustworthiness. Engaging with professionals and creating more visibility within a certain topic is also a great way to improve the city’s website ranking in search engines while providing informational content to potential transplants.

Backlinking

Backlinking is another important aspect of SEO. Backlinks are the original groundwork for Google's algorithm which is why it is still so important today. By providing a vote of confidence from other sites back to yours, your site becomes worth linking to, creating more organic traffic to your site.

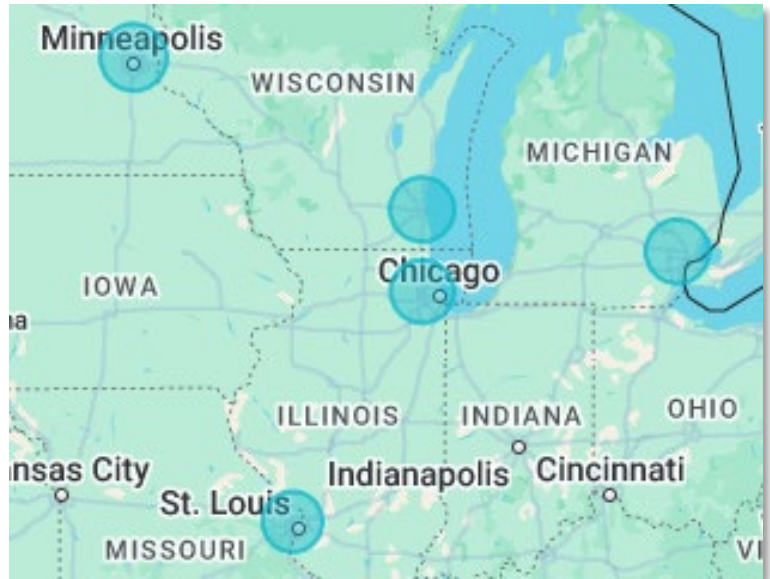
Backlinking is like a pyramid, building upon topics from other resources to get your point across. It doesn't work without the help of other pieces of credible information. **It is also important to note that quality over quantity is important.** You can't have your pyramid built out of thousands of unstable pebbles, and you don't want your website to either.



Digital Advertising

Recommended Digital Tactics

- Launch Facebook/ Instagram and LinkedIn campaigns
- Geotarget to large metro areas that are more expensive to live in than Pekin as well as select cities in border states.
- Geotarget college seniors and graduation ceremonies to entice new graduates to explore a career and a life in the Pekin area.
- Provide exposure in the local market focused on quality of life.



Pay-Per-Click

Pay-per-click marketing enables businesses to connect with ideal employment candidates in a highly targeted and cost-effective way. We will use strategic targeting methods on Facebook and Instagram to reach interested, qualified potential employees who are either actively looking for a job or someone who could make a move to the Pekin area. We will leverage Facebook/Instagram for skilled trade and manufacturing workers along with service-oriented specialists. (non-professional positions that require a 4-year college degree)

Facebook & Instagram Feed Advertising

Facebook now has about 3.065 billion active users and is the most engaged social network. One of the best things about the combination of Facebook/Instagram is its unbeatable potential for exposure and the fact that it is underpriced attention. When used consistently and strategically, it will noticeably increase your interactivity with potential new workers. Now is the time to tap into this population.



Why Advertise on Facebook & Instagram?

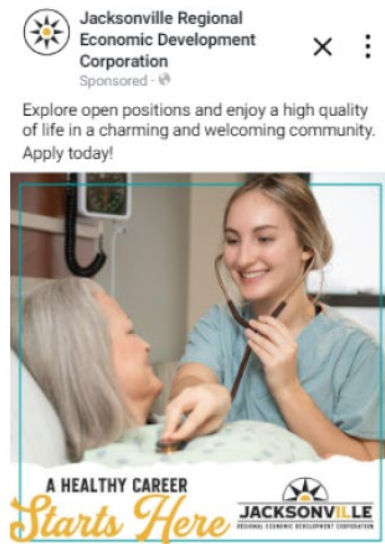
Facebook/Instagram feed ads are a cost-effective way to connect with your most relevant audience. Targeted by interests, location, and behaviors, these ads are ideal for promoting the community benefits you want to showcase. These ads show up on Facebook's News Feed, Instagram Feed, Facebook Marketplace, Facebook Video Feeds, Facebook Right Column, Instagram Explore, Messenger Inbox, Stories, Facebook Search Results, and Facebook Instant Articles.



How It Works:

When building your Facebook campaign, we will focus our efforts on generating the right visitors to your site. We analyze the profiles of the people you want to reach with your ads, and select criteria based on what your audience is interested in. We constantly monitor your ad's estimated reach and will adjust as needed while ensuring you capture your best potential audience. Our creative team will create eye-catching images to keep their attention by using a combination of static and animated ads.

Examples of how your ads will look:



Jacksonville Regional Economic Development Corporation
Sponsored · 🌟

Explore open positions and enjoy a high quality of life in a charming and welcoming community. Apply today!

A HEALTHY CAREER Starts Here

JACKSONVILLE
REGIONAL ECONOMIC DEVELOPMENT CORPORATION



Jacksonville Regional Economic Development Corporation
Sponsored · 🌟

Manufacturing positions for all walks of life — start your career in the authentic and supportive community of Jacksonville!

MANUFACTURE A HIGH Quality of Life

JACKSONVILLE
REGIONAL ECONOMIC DEVELOPMENT CORPORATION

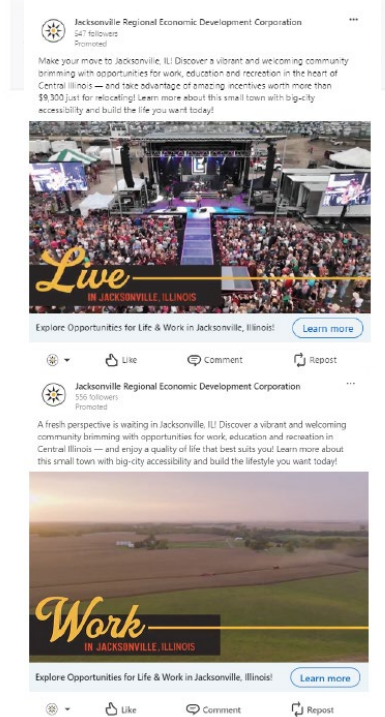


Jacksonville Regional Economic Development Corporation
Sponsored · 🌟

Incentives and benefits available for new residents — including \$5,000 cash! Make your move to Jacksonville, Illinois.

JOIN OUR Community
\$8,000 MOVE INCENTIVE!

JACKSONVILLE
REGIONAL ECONOMIC DEVELOPMENT CORPORATION



Jacksonville Regional Economic Development Corporation
547 followers · Promoted

Make your move to Jacksonville, IL! Discover a vibrant and welcoming community brimming with opportunities for work, education and recreation in the heart of Central Illinois — and take advantage of amazing incentives worth more than \$8,000 just for relocating! Learn more about this small town with big-city accessibility and build the life you want today!

Live
IN JACKSONVILLE, ILLINOIS

Explore Opportunities for Life & Work in Jacksonville, Illinois! [Learn more](#)

Like Comment Repost

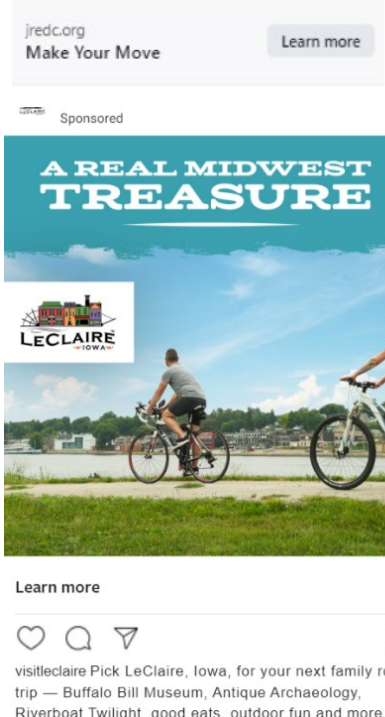
Jacksonville Regional Economic Development Corporation
550 followers · Promoted

A fresh perspective is waiting in Jacksonville, IL! Discover a vibrant and welcoming community brimming with opportunities for work, education and recreation in Central Illinois — and enjoy a quality of life that best suits you! Learn more about this small town with big-city accessibility and build the lifestyle you want today!

Work
IN JACKSONVILLE, ILLINOIS

Explore Opportunities for Life & Work in Jacksonville, Illinois! [Learn more](#)

Like Comment Repost



A REAL MIDWEST TREASURE

LECLAIRE IOWA

Learn more

visitleclaire.com Pick LeClaire, Iowa, for your next family road trip — Buffalo Bill Museum, Antique Archaeology, Riverboat Twilight, good eats, outdoor fun and more.

Like Comment Share



LeClaire, Iowa
Sponsored · 🌟

Pick LeClaire, Iowa, for your next family road trip — Buffalo Bill Museum, Antique Archaeology, Riverboat Twilight, good eats, outdoor fun and more.

A REAL MIDWEST TREASURE

LECLAIRE IOWA

visitleclaire.com
A Classic Destination
Plan your trip! [Learn more](#)

Like Comment Share

LinkedIn Dynamic Ads and Sponsored Updates

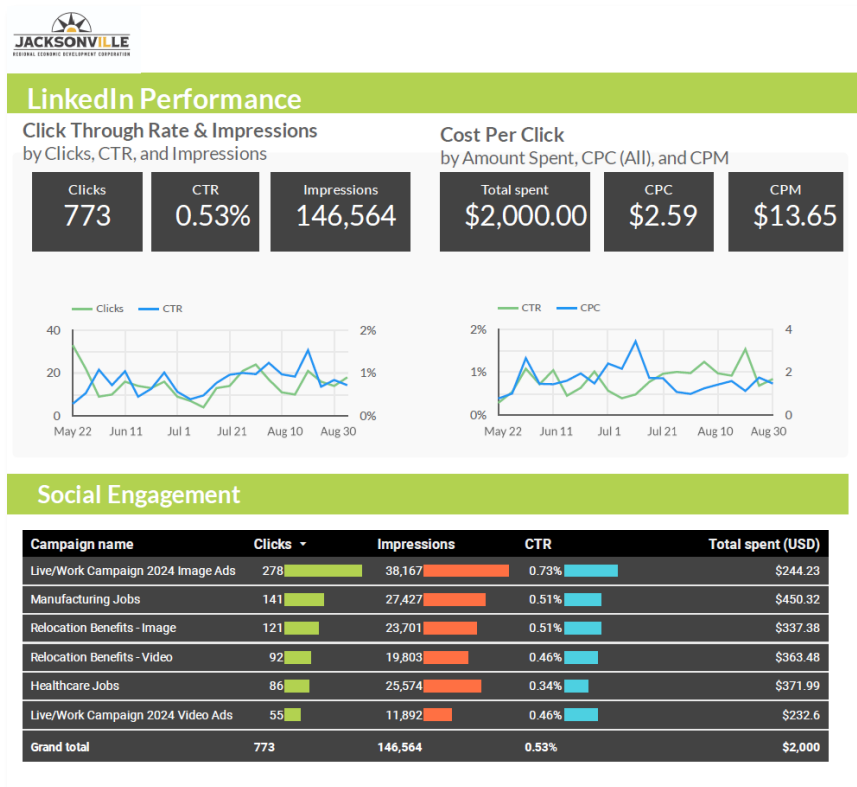
LinkedIn feed advertising will be used to target professionals for positions at area partner employers including engineers, welders, insurance professionals, medical providers and much more. We see LinkedIn as an ideal place to find vital personnel that businesses in Pekin need. We will also use LinkedIn to target potential business owners, investors, site selectors and developers to build their interest in Pekin.

With Dynamic Ads and Sponsored Updates, you'll see:

- Increased application rates
- Increased InMail response rates
- Increased brand awareness
- Decreased time-to-hire rates



McD Digital can enhance your LinkedIn profile, set up effective target audiences by job title and location, and manage your campaign with the goal of delivering your message to high value potential employees, business owners and more.



Monthly Reports

At the beginning of each month, McD Digital will provide your team with a detailed report on each of your digital channels' (Facebook/Instagram and LinkedIn) performance that month. These reports include your:

- Reach
- Cost per click (CPC)
- Impressions
- Clicks
- Link clicks
- Engagement (Reactions, comments, and shares)
- Audience demographics

Facebook/Instagram



Incentives

Beyond marketing the core benefits of living, working, and investing in Pekin, we see the free lot incentive program as vital to our success. (In addition to the TIF Districts themselves, Enterprise Zone and Business Development District)

Free Lot Incentive Program:

- Any homeowner building a new home on an appropriately and residentially zoned property located in any City of Pekin TIF District shall be eligible for the following incentives and conditions:
- Annual reimbursement of up to 65.7% of total TIF increment generated from paid property taxes.
- Reimbursement of a purchased lot, up to \$30,000, with no limit on the value of the home being built.
- Reimbursement of purchased lot, up to \$40,000, with homeowner building a home valued no less than \$250,000.
- Reimbursement of purchased lot, up to \$50,000, with homeowner building a home valued no less than \$300,000.
- Reimbursement of purchased lot, up to \$70,000, with homeowner building a home valued no less than \$400,000.
- Reimbursement shall not exceed a term of over ten (10) years; The 10-year timeframe shall begin in the first full tax year after the completion of the construction of the home.

Cash Incentive:

A cash incentive for people moving into an existing home could also be explored.

Other Incentives:

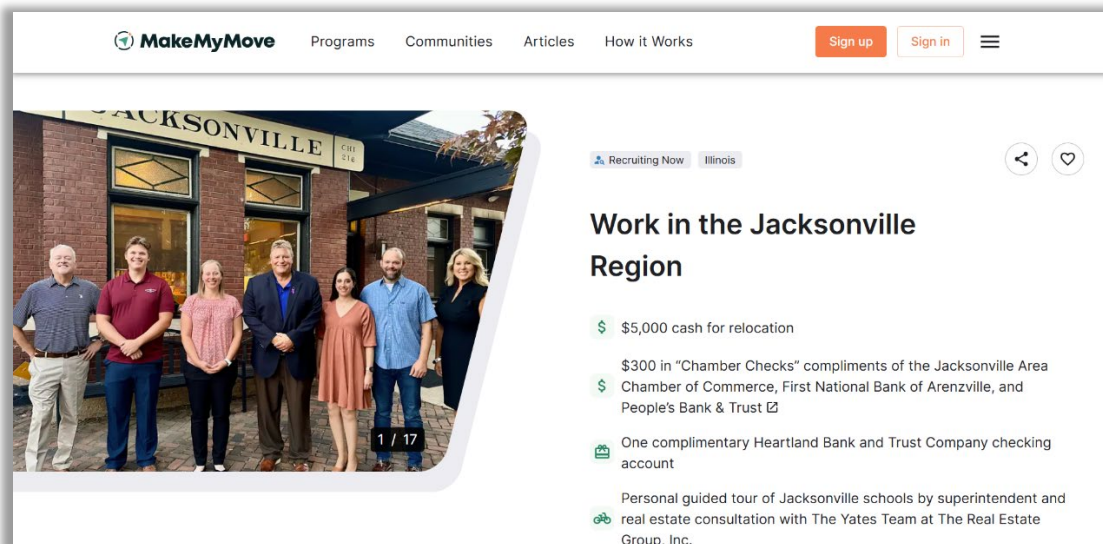
Specific incentives could be offered for returning graduates and other behavioral segments.

Example! The Jacksonville Area Economic Development Corporation offered this:

- \$5,000 cash for relocation
- \$300 in "Chamber Checks" compliments of the Jacksonville Area Chamber of Commerce, First National Bank of Avenelville, and People's Bank & Trust
- Personal guided tour of Jacksonville schools by superintendent and real estate consultation with The Yates Team at The Real Estate Group, Inc.
- One complimentary Heartland Bank and Trust Company checking account

- Three months of fiber broadband service from Illinois Electric Cooperative, i3 Broadband or Cass Communications (must be located in service territory)
- One teeth whitening package at Central Park Dentistry
- A one-year driving range pass at Plum Creek Golf Course, an 18-hole round of golf with cart and lunch for two at the Jacksonville Country Club, a 9-hole round of golf for two at K's Creek Golf Course, and two foursomes with cart and lunch at the Jacksonville Links Golf Course.
- A family season pass to the Jacksonville Speedway, a three-month gym membership at Fitness World Health Club, a \$100 gift certificate for The Rural Cyclery and a 30-minute individual baseball/softball hitting lesson at Jamison's Future Swings
- Steak dinner for two and arcade game card at Future Champions Sports Complex, a one-hour ax throwing session at The Vault and a \$100 gift certificate for Placke's
- Two tickets to the Art Association of Jacksonville Lawn Party at the Strawn Art Gallery and a Guided tour of the Emma Mae Leonard Wildlife Sanctuary and Nature Trail by tree expert Pat Ward
- A "Jacksonville swag" basket from the Jacksonville Area Convention & Visitors Bureau, a basket of Hefty, One-Zip and Reynolds Consumer Products, and a Blessings on State mug with "Blessings Blend" Elm City Roastery coffee and the book "Blessings on State Street" book by USA Today best-selling author Rachael Bloome, compliments of Blessings on State Bed and Breakfast

Total Incentive: \$9,300



MakeMyMove Programs Communities Articles How it Works [Sign up](#) [Sign in](#)

Work in the Jacksonville Region

- \$5,000 cash for relocation
- \$300 in "Chamber Checks" compliments of the Jacksonville Area Chamber of Commerce, First National Bank of Arenzville, and People's Bank & Trust
- One complimentary Heartland Bank and Trust Company checking account
- Personal guided tour of Jacksonville schools by superintendent and real estate consultation with The Yates Team at The Real Estate Group, Inc.

Establish a Dedicated Working Group

The stakeholder research revealed the need for a continuous input group and process for taking action to address Pekin's flaws and capitalize on its current advantages. This group could be a transition from the current economic development committee or an adjunct group. The group would consist of community leaders who live in the local school districts who are 100% committed to making a difference. Human Resource professionals from local employers and school district contacts are important to include as members of the group. The group can develop a set of ambassadors who are focused on welcoming people to town and selling them on the value of Pekin.



Marketing Investment FY26 (May 1, 2025)

Brand Development Including Brand Standards Manual

Creative Assets/Development of New Brand

McD will develop 3 to 5 brand design and tagline concepts.

\$8,500 (57 hours @ \$150/hour)

McD will make any revisions to the completed brand materials based on feedback during the initial review process.

\$2,000 (13 hours @ \$150/hour)

Brand Identity Manual (includes final logo files, brand promise statement development, and other design elements to properly support the overall brand initiative, including rollout on websites, social media platforms, template/design look for collateral materials such as stationery and business cards, posters, and brochures, digital and print ads.)

\$5,500 (41 hours @ \$135/hour)

Note: McDaniels Marketing will develop at least three initial design options to select from, and the City of Pekin will be allowed to request two rounds of design modifications once the final concept is selected. The selected logo designs will be delivered to the Area digitally in .ai, .eps, .jpeg, .pdf and .png formats in white, black and full-color options with a white background and a transparent background variation. The final designs will also be delivered with a style manual, guidelines for use, and the capability of use in public relations/media, events, letterhead and ad templates.

Grand Total Brand Development: \$16,000

New Brand Launch Public Relations:

You have a shiny new brand logo and slogan. So, how do we let the world know? Let's start by telling the story behind the logo and slogan and what they represent. We recommend starting with an expertly crafted press release launched to the local area media as well as a carefully selected group of business/relocation media. The press release will convey the story behind the logo and help solidify the City of Pekin, IL, as a destination for new residents and businesses alike.

Components of the media launch:

- Press release copywriting
- Release of PR to local and travel media by the McDaniels Marketing PR Director, including broadcast, print and digital media outlets

- Follow up with media to gain earned media coverage
- Optional distribution of press release through PR Newswire travel segment

Share your brand's story around the world.

Brands looking to exceed their marketing and communications objectives rely on PR Newswire. From building awareness and generating media coverage to guiding conversations and acquiring new audiences, this network and flexible distribution options can help you reach your goals with a release that reaches far beyond local media outlets.

Industry's Strongest Network — Includes more than 4,000 websites, nearly 3,000 media outlets and more than 550 news content systems resulting in powerful backlinks to your website. The network also includes PR Newswire for Journalists, an exclusive, media-only community with over 20,000 email subscribers.

Brand Launch Budget:

Press Release Writing, Distribution and Follow-up with Local & Regional Media: \$3,000

Distribution through PR Newswire: \$2,000

Grand Total with Optional PR Newswire Distribution \$5,000

Digital Advertising

Timeline: September – November 2025; January – March 2026

6 Month Campaign

Campaign Set Up\$1,000

Facebook/Instagram Clicks(\$1,000/month) \$6,000

- Estimated Monthly Impressions = 83,000 impressions
- Estimated Monthly Clicks = 2,000 clicks

LinkedIn Clicks..... (\$500/month) \$3,000

- Estimated Monthly Impressions = 35,000 impressions
- Estimated Monthly Clicks = 190 clicks

Digital Advertising Management \$750/month \$4,500

- Monthly PPC Campaign Performance Report
- Website Content Recommendations (as needed, related to ad performance)
- Bid Adjustments related to keywords, competition, positioning, impression share, etc.
- Accounts review related to ads program

Feed Ad Creative (4 sets of ads)\$2,000



Total for Digital Advertising – 6 Months.....	\$16,500
Photography & Video (1 day of shooting plus 30 hours of editing)	\$7,000
Economic Development Website Content	\$20,450
SEO and Web Maintenance	\$1,800
 Grand Total.....	 \$66,750

*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 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.

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Breakdown of Website Content Development Budget:

Pricing

Website Content Development

Project Management (15 hours)	\$2,250
Concept + Design (48 hours)	\$6,720
Copy Writing/Editing including new slogan (32 hours)	\$4,480
Page Building (50 hours)	\$7,000
• Content addition • Page buildout & styling • Form Creation • Google Analytics + Google Search Console Setup	
 Total Investment	 \$20,450

Additional Tactics for FY27

Print Advertising

Site selectors rely on publications that are filled with data points and attributes of various communities across the nation to choose the perfect site for their next location. Site Selection Magazine offers an Illinois Investment Guide that reaches executives seeking this vital information. In fact, the City of Pekin has a spread in the inside cover of the 2024 edition. We recommend that this advertising be added back in 2026 after the new website is built. We will develop fresh and powerful messaging to drive traffic to the dedicated economic development website.

	12,500 TOTAL PRINTED COPIES	12,500 printed copies of Intersect Illinois will be distributed for 12 consecutive months.
	7,500 PRINTED COPIES	7,500 copies to be distributed by Intersect Illinois and Conway Data, Inc. at trade shows, direct fulfillment, and through Illinois stakeholders and advertisers.
	7,500 POLYBAGGED	7,500 copies of Intersect Illinois will be polybagged with the September issue of Site Selection magazine.
	SITE SELECTION INVESTOR WATCH Digital distribution to Site Selection Investor Watch subscribers	24/7/365 Expanded content and interactive digital magazine hosted @siteselection.com 24/7/365

Budget for 2026/2027:

Media Cost: \$9,300

Development of new creative for the spread: \$2,000

Total Print Advertising: \$11,300



New Trade Show Exhibit (FY27 Budget)

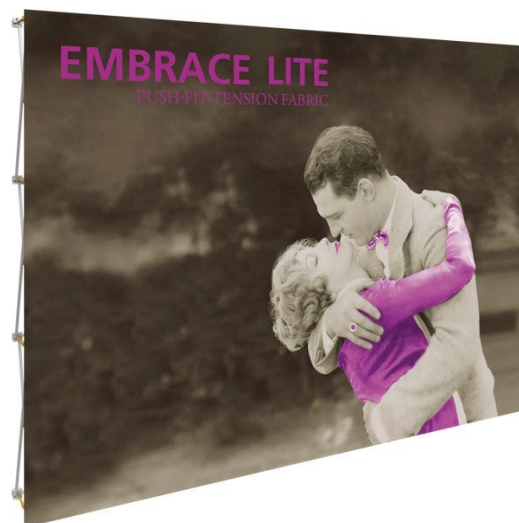
We recommend the development of a dynamic trade show exhibit for Site Selection/Economic Development Trade Shows. There will be four major components to this standard-sized booth exhibit:

- Backwall (with powerful graphics, photography and messaging)
- Pull Up Banner (with incentive programs for developers)
- Table Throw

Backwall:

Specs:

- 10ft wide (4 quad x 3 quad)
- Includes carry bag



Backwall Cost Estimate Continued...

Project Management	\$135
Concept, design and layout.....	\$2,250
Exhibit Backwall – Creative Development Total.....	\$2,385

Embrace Lite 10ft Fabric Display\$745
Cost includes carrying case and hardware.

Design & Backwall Display Grand Total **\$3,130**
+shipping

Pull Up Banner:

Specs:

- Variable height banner: 30" to 83.35"
- 31.5" wide graphic
- Telescoping pole
- Premium form molded EVA Bag



Project Management	\$135
Concept, design and layout.....	\$540
Pull Up Banner Creative Development Total.....	\$675
Printing of Vinyl Banner Graphic	\$235
Retractable Banner Stand	\$100
<i>Cost includes carrying case and hardware.</i>	
Production Total	\$335
Design & Banner Grand Total.....	\$1,010
	+shipping

Table Throw:

Specs:

- Fully Printed Table Throw
- 6' Full-color dye sublimation
- approximate table size: 72"w x 30"h x 30"d



Project Management	\$135
Concept, design and layout.....	\$540
Table Throw Creative Development Total.....	\$675
Premium 6ft Dye Sub Table Throw	\$160
Design & Table Throw Grand Total	\$835
	<i>+shipping</i>

Business Blueprint Brochure (FY26/27)

To be effective at lead follow-up, we see the need for a comprehensive business blueprint brochure that details the following about the City of Pekin:

- Community Overview
- Stats and Facts
- Greenspace for development
- Existing structures available
- Incentives
- Quality of Life
- Education
- Stories from current employers and citizens
- Current Employer Base
- Retail Environment
- Faith-based Opportunities
- Volunteer Opportunities
- Work-life Balance
- Low Traffic/Laid Back Lifestyle
- Peoria/Bloomington Area support info



Business Blueprint Booklet Specs:

- 20-pages (cover + body)
- 8" x 10"
- Self-cover, 80# gloss text
- Saddle-stitched
- On-demand printing (short-run quantities)

Business Blueprint Production Estimate:

Project Management	\$810
Interviews.....	\$1,080
Copywriting.....	\$2,500
Design & Layout.....	\$4,000
Photoshop work & Illustration.....	\$2,000
Revisions and Proofing	\$1,500
Business Blueprint Total Creative Development.....	\$11,890
 Production Management.....	 \$270
Printing Quantity 500 Booklets.....	\$890
 Design & Short-run Printing Total:	 \$13,050
 *Photography	 \$5,000 – 7,500
(2 days of photography; final selection and color correction of images)	



Marketing Investment FY27

Consultation & Account Management\$6,000

Digital Advertising

Timeline: September – November 2026; January – March 2027

6 Month Campaign

Campaign Set Up\$1,000

Facebook/Instagram Clicks(\$1,000/month) \$6,000

- Estimated Monthly Impressions = 83,000 impressions
- Estimated Monthly Clicks = 2,000 clicks

LinkedIn Clicks..... (\$500/month) \$3,000

- Estimated Monthly Impressions = 35,000 impressions
- Estimated Monthly Clicks = 190 clicks

Digital Advertising Management\$750/month \$4,500

- Monthly PPC Campaign Performance Report
- Website Content Recommendations (as needed, related to ad performance)
- Bid Adjustments related to keywords, competition, positioning, impression share, etc.
- Accounts review related to ads program

Feed Ad Creative (4 sets of ads)\$2,000

Total for Digital Advertising.....\$16,500

Tradeshow Exhibit.....\$4,975

Business Blueprint Brochure\$13,050

Print Advertising\$11,300

Photography & Video\$7,000

SEO and Web Maintenance\$5,160

Grand Total.....\$63,985

*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 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.

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Marketing Investment FY28

Consultation & Account Management\$6,000

Digital Advertising

Timeline: September – November 2027; January – March 2028

6 Month Campaign

Campaign Set Up\$1,000

Facebook/Instagram Clicks(\$1,000/month) \$6,000

- Estimated Monthly Impressions = 83,000 impressions
- Estimated Monthly Clicks = 2,000 clicks

LinkedIn Clicks..... (\$500/month) \$3,000

- Estimated Monthly Impressions = 35,000 impressions
- Estimated Monthly Clicks = 190 clicks

Digital Advertising Management\$750/month \$4,500

- Monthly PPC Campaign Performance Report
- Website Content Recommendations (as needed, related to ad performance)
- Bid Adjustments related to keywords, competition, positioning, impression share, etc.
- Accounts review related to ads program

Feed Ad Creative (4 sets of ads)\$2,000

Total for Digital Advertising.....\$16,500

Print Advertising\$11,300

Expanded Video Story Content\$15,000

SEO and Web Maintenance\$5,160

Grand Total.....\$53,960

*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 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.

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Year One Timeline

May – August: Brand Development

June – July: Photography & Video Production

September – Brand & EDC Website Launch

September – November: Digital Advertising Flight #1

January – March: Digital Advertising Flight #2

Current Data to Track

CURRENT	Baseline - 2025	Goal - 2028
Population	31,126	31,326
Median Age	41.2	41.1
Median Household Income	\$58,355	\$58,500
Homeownership Rate	66.8%	65%
Median Home Value	\$118,200	\$118,870
New Housing Units	-	50
Jobs Added	-	155
Employees in Pekin	10,729	10,884
Website Traffic	-	
Direct Inquiries	4 per month	6 per month
Total Property Value	\$508,233,579	\$538,233,579
Municipal Sales Tax	\$6,855,395	\$7,935,977

*DATA COLLECTED FROM THE US CENSUS BUREAU

The Value of Content Marketing

Content marketing can be a highly effective strategy for a city like Pekin, Illinois, aiming to grow its employers and workforce. Here are several key values that content marketing can bring to Pekin's economic growth efforts:

1. Attracting Employers and Investors

Content marketing can highlight Pekin's strengths as a business location. By showcasing local infrastructure, tax incentives, quality of life, and workforce potential, the city can position itself as an attractive destination for employers. Examples include:

- Success stories and testimonials from businesses that have thrived in the area.
- Industry-specific content that demonstrates the city's fit for certain sectors (e.g., manufacturing, tech, logistics).
- Detailed guides for potential business owners on how to set up operations in Pekin.

2. Building Local Talent Awareness

Effective content marketing can help build awareness of career opportunities in Pekin by promoting local job openings, skill-building programs, and success stories of individuals who have prospered in the community. By sharing engaging content about local industries, the city can:

- Inspire potential employees by showcasing career paths and success stories from local businesses.
- Highlight education and training programs available through local schools, colleges, and workforce development initiatives.

3. Engaging Remote Workers

With the rise of remote work, content marketing can be an effective tool for attracting workers who may not live in Pekin but are open to relocating or working remotely for local businesses. Content can include:

- Showcasing Pekin's amenities and lifestyle and low-cost benefits to remote workers.
- Promoting community events, parks, and local culture, creating an image of a welcoming and vibrant place to live.

4. Local Economic Development Support

Content marketing can promote programs that help grow local businesses, such as:

- Business grants and incentives available through the city or state.
- Partnerships between local chambers of commerce and business organizations.
- Local economic data and research demonstrate the city's growth potential and economic stability.

5. Building a Unified City Identity

A strategic content marketing approach can help to foster a stronger identity for Pekin, positioning it as a hub for innovation, industry, and opportunity. This approach can include:

- Establishing Brand Standards for the city, ensuring that professionalism is reflected in the words, actions, and appearance of all.

- Social media campaigns and blog posts and ads that promote the city's strengths, values, and local pride.
- Video content featuring interviews with local business leaders, city officials, and residents who share their positive experiences in Pekin.
- Highlighting community projects and infrastructure investments that demonstrate the city's long-term vision for growth.

6. Creating a Vibrant Digital Presence

A city-wide content marketing campaign can include maintaining an active and engaging digital presence across social media, websites, blogs, and newsletters. This content can:

- Inform residents and visitors about local events, economic updates, and initiatives aimed at improving the community.
- Create awareness of the city's future goals, including workforce development, employer growth, and infrastructure expansion.
- Improve local SEO to ensure that Pekin ranks highly in search results when potential employers and workers search for business or career opportunities.

