



**REGULAR TOURISM COMMITTEE MEETING
MONDAY, AUGUST 5, 2024
5:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on July 1, 2024

4. Public Input

5. Consent Agenda

5.1. Monthly Fund Report - June 2024

5.2. Discover Pekin Q2 SEO Report

5.3. Discover Peoria Q2 Report

6. New Business

6.1. Discussion on Pekin Tourism Video

6.2. Motion to Recommend a \$5,000 Event Sponsorship to Pekin Community High School for the Women's Basketball Shootout

6.3. Motion to Recommend an Event Sponsorship for Taste of Pekin

7. Any Other Business to Come Before the Committee

8. Adjourn



City of Pekin

**PROCEEDINGS OF THE REGULAR MEETING
OF THE TOURISM COMMITTEE OF THE CITY OF PEKIN, ILLINOIS,
HELD IN THE COUNCIL CHAMBERS OF CITY HALL
111 S. CAPITOL ST
ON MONDAY, JULY 1, 2024 AT 5:00 PM**

Pledge of Allegiance

Call to Order

Chairperson Lelonie Luft called the meeting to order at 5:02 p.m. A quorum was established.

Members present: Lelonie Luft; Amy McCoy; Trent Reeise; Josh Wray; Shawn Powers; Mel Matthews; Emily Lambe

Approve Agenda

Josh Wray moved to approve the agenda, seconded by Shawn Powers. Motion approved by voice vote.

Approval of Minutes

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

Trent Reeise moved to approve the minutes from the Tourism Committee Meeting on Monday, June 3, 2024, as presented, seconded by Amy McCoy. Motion approved by voice vote.

Public Input

Steve Bresnahan updated the Committee on this year's Super Cruise, with special guest Eddie Munster. Steve noted there will not be a bike night on Friday night due to a conflict with events in Peoria.

Consent Agenda

There was no business for the Consent Agenda.

Unfinished Business

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

Trent Reeise moved to approve the motion to recommend the City Code Amendment regarding the Tourism Committee, seconded by Shawn Powers. The motion was approved by voice vote.

Staff will take the recommended Code Amendment to City Council.

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

Trent Reeise moved to approve the motion to approve the Publication of the Tourism Grant Application, seconded by Shawn Powers. The motion was approved by voice vote.

New Business

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

Trent Reeise moved to approve the recommendation for the expenditure of \$3,500 in Tourism Funds on Tazewell County's Historical Sign Initiative, seconded by Shawn Powers. John Ackerman had previously supplied the information at the May meeting. The motion was approved by voice vote.

Staff will take the recommended expenditure to City Council.

8.2. Motion to Recommend WGN Advertising Proposal

Trent Reeise moved to approve the recommendation for the WGN Advertising Proposal, seconded by Shawn Powers.

Amy McCoy updated the Committee on what the proposal included, and noted it didn't have to promote any particular event, but could be a general commercial for the City of Pekin.

After further discussion, Josh Wray moved to postpone the proposal until the Committee is presented with the upcoming marketing plan to avoid duplication, seconded by Trent Reeise. The motion was approved by voice vote.

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

Trent Reeise moved to approve the recommendation for the Expenditure of \$2,500 in Tourism Funds for the SuperCruise event, seconded by Shawn Powers.

The Committee discussed what the funds would be used for. Amy McCoy noted these funds would go toward the cost of the celebrity, which is new this year.

The motion was approved by voice vote.

Staff will take this recommendation to City Council.

Any Other Business to Come Before the Committee

Amy McCoy requested that the new Tourism grant application and information be added to the Discover Pekin website.

Adjourn

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

General Ledger
Non General Fund
Revenue vs Expense
Detail



City Of Pekin
111 S. Capitol
Pekin, IL 61554

User: jlway@ci.pekin.il.us
Printed: 8/2/2024 3:04:48 PM
Period 01 - 02
Fiscal Year 2025

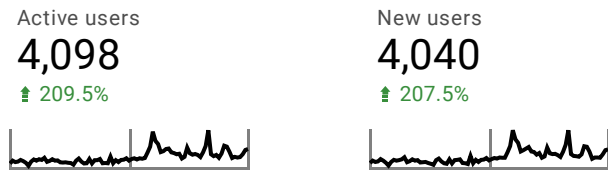
Account Number	Description	Budget	Current Month	Year to Date	Balance	% Budget
208	Tourism					
208-208-411005	Home Rule Motel Tax	375,000.00	51,670.11	51,670.11	323,329.89	13.78
	Taxes	375,000.00	51,670.11	51,670.11	323,329.89	13.78
208-208-442500	Federal Grants	0.00	0.00	0.00	0.00	0.00
208-208-442600	State Grants	0.00	0.00	0.00	0.00	0.00
	Intergovernmental	0.00	0.00	0.00	0.00	0.00
208-208-463500	Late Payment Penalty	500.00	46.08	46.08	453.92	9.22
208-208-463600	Interest Charges	250.00	9.22	9.22	240.78	3.69
	Fines And Forfeitures	750.00	55.30	55.30	694.70	7.37
208-208-490100	Interest Earnings	350.00	3,618.74	3,618.74	-3,268.74	1,033.93
	Investment Earnings	350.00	3,618.74	3,618.74	-3,268.74	1,033.93
208-208-493600	Training Reimbursements	0.00	0.00	0.00	0.00	0.00
208-208-498700	Farmer's Market Revenue	0.00	0.00	0.00	0.00	0.00
208-208-499201	Tourism Contributions	2,500.00	1,000.00	1,000.00	1,500.00	40.00
208-208-499800	Miscellaneous Receipts	0.00	1,590.00	1,590.00	-1,590.00	0.00
	Other Revenue	2,500.00	2,590.00	2,590.00	-90.00	103.60
208-208-492100	Loan Proceeds	0.00	0.00	0.00	0.00	0.00
	Debt Proceeds	0.00	0.00	0.00	0.00	0.00
208-208-511600	Salary All Personnel	15,126.86	390.84	390.84	14,736.02	2.58
208-208-511601	Admin Cost Allocation	0.00	2,235.69	2,235.69	-2,235.69	0.00
208-208-515000	Overtime	0.00	0.00	0.00	0.00	0.00
208-208-515500	Vacation Pay	990.84	151.20	151.20	839.64	15.26
208-208-515600	Holiday Pay	660.56	60.89	60.89	599.67	9.22
208-208-515800	Sick Pay	396.34	43.07	43.07	353.27	10.87
208-208-516700	Wellness Program	0.00	0.00	0.00	0.00	0.00
208-208-517000	Oasdicity Share 6.2%	1,064.82	173.64	173.64	891.18	16.31
208-208-517001	Medicarecity Share 1.45%	249.03	40.67	40.67	208.36	16.33
208-208-517401	IMRF	1,119.78	188.12	188.12	931.66	16.80
208-208-518000	Group Insurance	2,184.16	581.15	581.15	1,603.01	26.61
208-208-518300	Workers Comp Insurance	0.00	0.00	0.00	0.00	0.00
	Personnel	21,792.39	3,865.27	3,865.27	17,927.12	17.74
208-208-519000	Training And Education	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget	Current Month	Year to Date	Balance	% Budget
	Training & Education	0.00	0.00	0.00	0.00	0.00
208-208-520200	Office Supplies	0.00	0.00	0.00	0.00	0.00
208-208-520400	Postage	0.00	0.00	0.00	0.00	0.00
208-208-598505	Special Events	66,000.00	1,328.89	1,328.89	64,671.11	2.01
	Supplies & Materials	66,000.00	1,328.89	1,328.89	64,671.11	2.01
208-208-550300	Telephone	0.00	0.00	0.00	0.00	0.00
208-208-551600	Dues And Subscriptions	32,500.00	32,500.00	32,500.00	0.00	100.00
208-208-559900	Receivable Charge Off	0.00	0.00	0.00	0.00	0.00
208-208-560500	Consulting Services	30,000.00	-1,310.00	-1,310.00	31,310.00	-4.37
208-208-560600	Corporate Counsel Fees	0.00	0.00	0.00	0.00	0.00
208-208-561200	Engineering Fees	0.00	0.00	0.00	0.00	0.00
208-208-569000	Other Contractual Service	0.00	0.00	0.00	0.00	0.00
208-208-573100	Grants	25,000.00	479.21	479.21	24,520.79	1.92
208-208-583000	Loan Agreements	0.00	0.00	0.00	0.00	0.00
208-208-591200	Developer Agreement Payments	0.00	0.00	0.00	0.00	0.00
208-208-598100	Public Relations	30,000.00	3,175.00	3,175.00	26,825.00	10.58
	Contractual Services	117,500.00	34,844.21	34,844.21	82,655.79	29.65
208-208-580201	Land Improvements	30,000.00	0.00	0.00	30,000.00	0.00
	Capital Outlay	30,000.00	0.00	0.00	30,000.00	0.00
208-208-518700	Mileage	0.00	0.00	0.00	0.00	0.00
208-208-551000	Printing And Publications	0.00	0.00	0.00	0.00	0.00
208-208-554200	Meals Lodging	0.00	0.00	0.00	0.00	0.00
208-208-590600	Bank fees	0.00	0.00	0.00	0.00	0.00
208-208-597700	Sponsorships	63,750.00	52,250.00	52,250.00	11,500.00	81.96
208-208-598500	Farmer's Market Expense	0.00	0.00	0.00	0.00	0.00
208-208-599000	Miscellaneous	0.00	0.00	0.00	0.00	0.00
	Other Expenditures	63,750.00	52,250.00	52,250.00	11,500.00	81.96
208-208-590400	Interest Paid	0.00	0.00	0.00	0.00	0.00
208-208-591400	Loan Payments	0.00	0.00	0.00	0.00	0.00
	Debt Service	0.00	0.00	0.00	0.00	0.00
208-208-520277	Transfer to BDD	0.00	0.00	0.00	0.00	0.00
	Transfers To Other Funds	0.00	0.00	0.00	0.00	0.00
208	Tourism	79,557.61	-34,354.22	-34,354.22	113,911.83	-43.18
208	Tourism	79,557.61	-34,354.22	-34,354.22	113,911.83	-43.18
Revenue Total		378,600.00	57,934.15	57,934.15	320,665.85	15.3022
Expense Total		299,042.39	92,288.37	92,288.37	206,754.02	30.8613
Grand Total		79,557.61	-34,354.22	-34,354.22	113,911.83	-0.4318

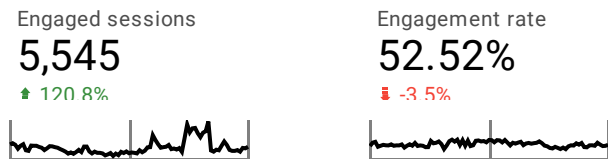
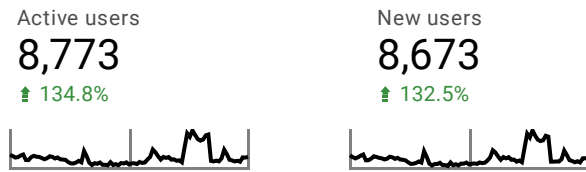
Traffic Overview

Web Overview

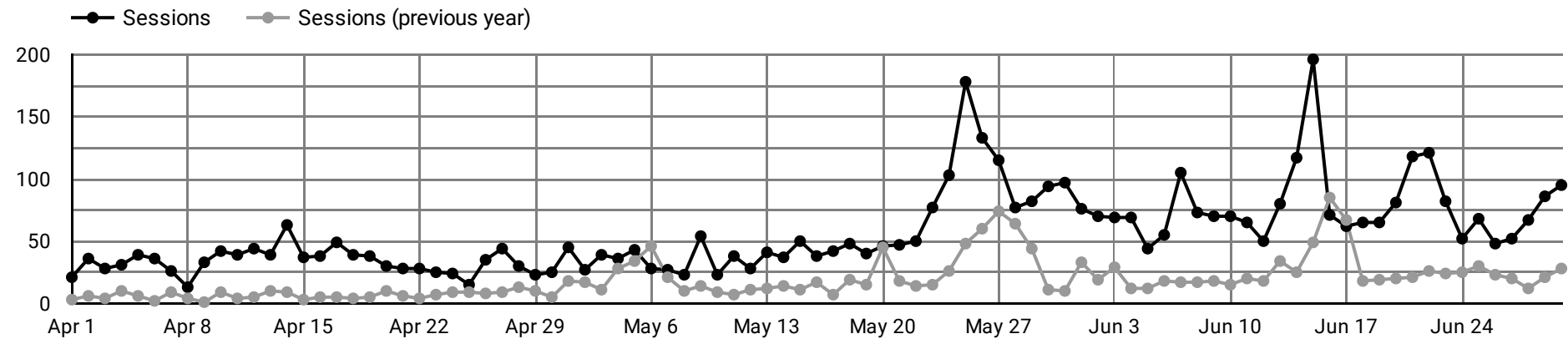
Organic Traffic



Total Traffic



Sessions Trending

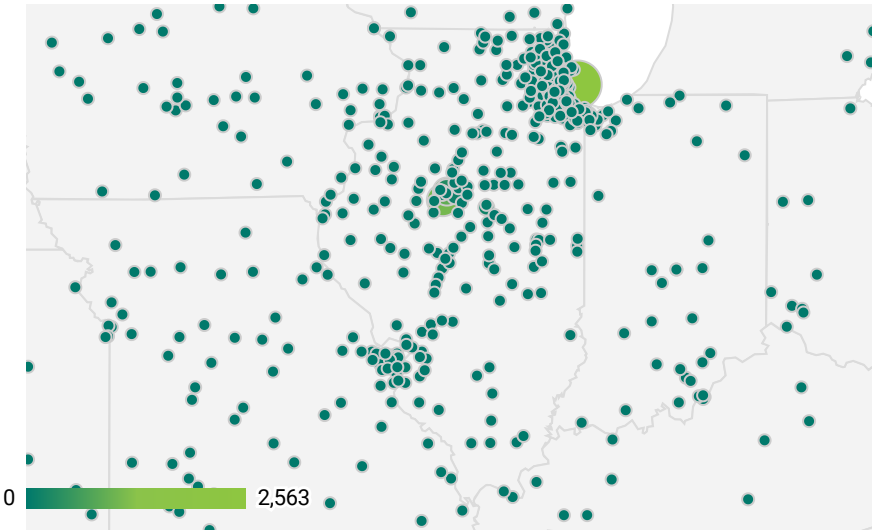


Top Landing Pages

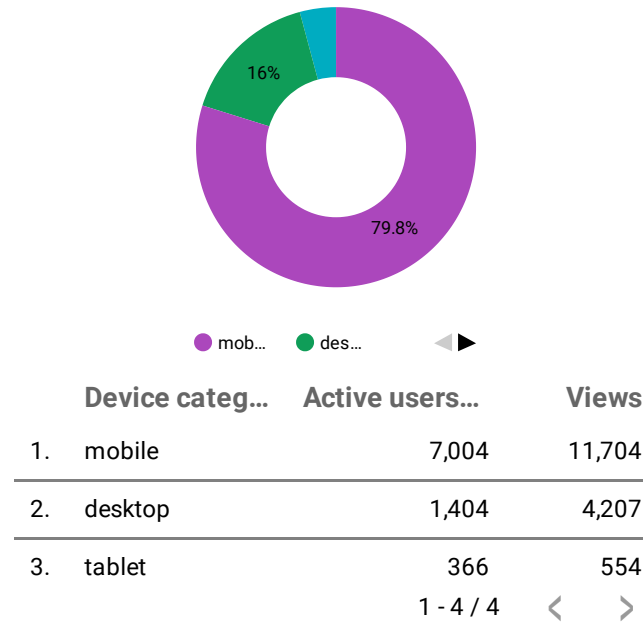
Page path	Views ▾	% Δ	Active users	% Δ
/event/	584	55.3% ↑	468	68.3% ↑
/things-to-do/	520	490.9% ↑	406	544.4% ↑
/events/	485	99.6% ↑	318	156.5% ↑
/	431	67.7% ↑	175	90.2% ↑
/event/miss-riverbottom-2024-pekin-bo...	286	-	201	-
/things-to-do/family-fun/	270	1,400.0% ↑	227	1,318.8% ↑
/event/spring-carnival/	264	146.7% ↑	219	170.4% ↑
/event/memorial-day-celebration-carnival/	263	56.5% ↑	194	65.8% ↑

Organic Traffic Audience Detail

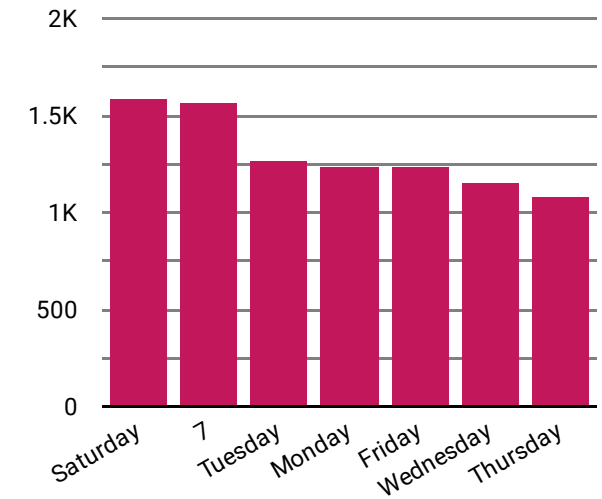
Visitor Locations



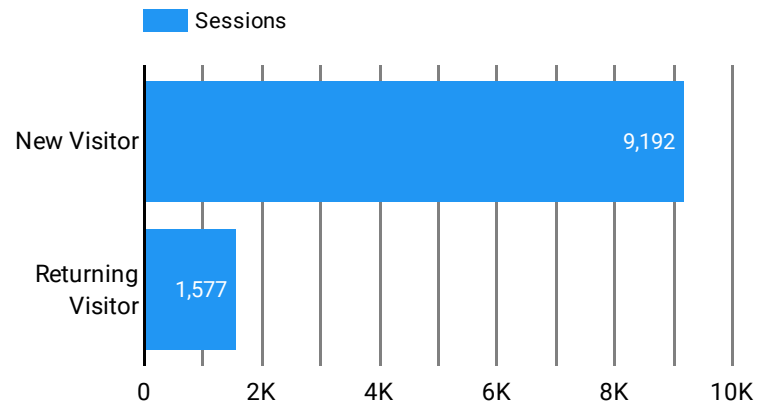
What device are people using?



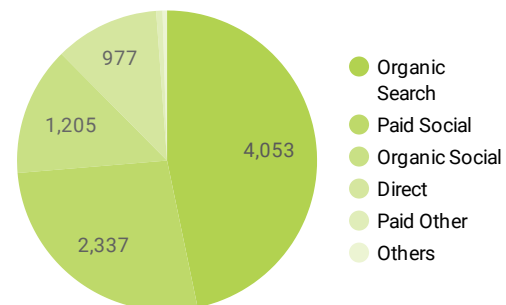
Popular Days



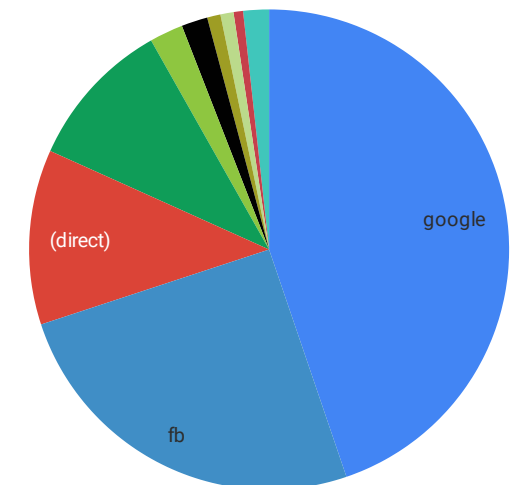
New vs Returning Visitors



How people found your site:



Source Medium



Top Performing Keywords

	Query	Clicks ▾	Impressions	Site CTR	Average Positi...
1.	downtown concert series, 15 jun	92	252	36.51%	2.75
2.	things to do in pekin il	63	541	11.65%	3.24
3.	downtown concert series- 2nd ch...	37	67	55.22%	1.04
4.	pekin boat club	35	340	10.29%	7.27
5.	pekin spring carnival	35	55	63.64%	1
6.	pekin marigold festival, mineral s...	30	91	32.97%	1.23
7.	pekin illinois	26	9,056	0.29%	8.83
8.	miss riverbottom	25	38	65.79%	2
9.	pekin il	24	16,202	0.15%	9.33
10.	things to do pekin il	23	168	13.69%	2.68
11.	china king	20	532	3.76%	4.18
12.	lauren daigle, peoria civic center, ...	20	290	6.9%	2.64

1 - 20 / 6915 < >

Organic Keywords

7,307

↑ 230.3%

Site CTR

1.2%

↓ -33.2%

Impressions

359.9K

↑ 351.0%

Average Position

11.8

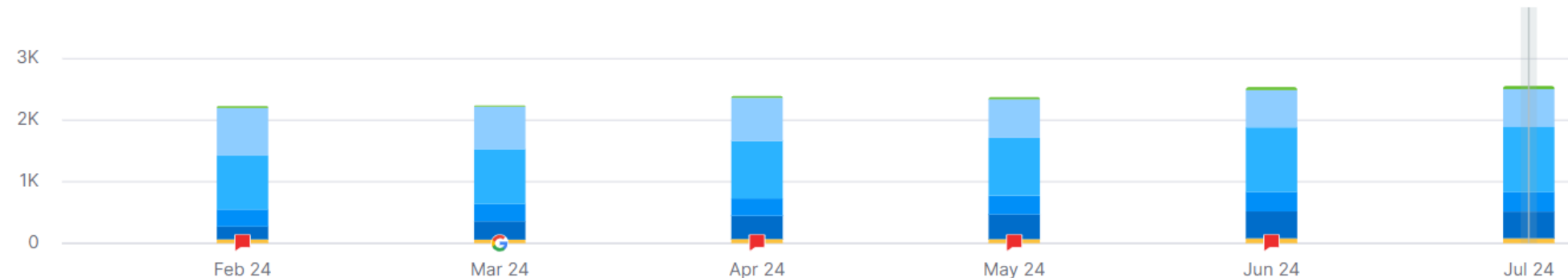
↓ -30.6%

Clicks

4.4K

↑ 201.2%

Organic Keywords Trend



Tips & Tricks

Quarter 2 Completions:

1. Fixed broken links
2. Resolved issue with redux plugin
3. Implemented AccessiBe widget
4. Fixed events issue on homepage
5. Presented at Chamber meeting
6. Keyword research
7. Optimized on-page SEO for blog posts
8. Optimized internal linking and link anchor text
9. Fixed duplicate title tags

Quarter 3 Objectives:

1. Post Q3 blogs
2. Implement schema code
3. Add canonicals to resolve duplicate content flags
4. Optimize title tags
5. Build out low-content pages

Client Goals:

1. Increase traffic to the website using relevant keywords
2. Decrease the time a new new client spends searching for information
3. Make it easier for possible visitors to find discoverpekin.com

Changing Report Date Range:

An exciting feature we've added to your report is the ability to check past analytic data. This can be accessed by toggling the date range button in the upper right hand corner of each page (see image below for example):



You'll notice that the report will always pull data from the most recent month, but it can be easily altered by simply clicking the toggle shown above.

Changing a Page:

To toggle between different pages of the report, simply click the arrows in the top left corner located under the title of the report



This is an interactive report, so don't worry, there's no way you can break it or mess it up. Feel free to click around and run your mouse over different elements and charts!

Download Or Print the Report:

Make sure you are using Google Chrome & logged into a Google account

To download this report as a PDF click in the top right corner. Then, when prompted, click "download".

To print this report, first download as a PDF (see directions above). Once downloaded as a PDF open the document and click 'file' then 'print'. Note that some operating systems may require you to select 'fit to page' in the printer settings in order to allow the report to print correctly.



• DISCOVER •
• 1680 •
PEORIA
• DISC. •
THE RIVER CITY

PEKIN

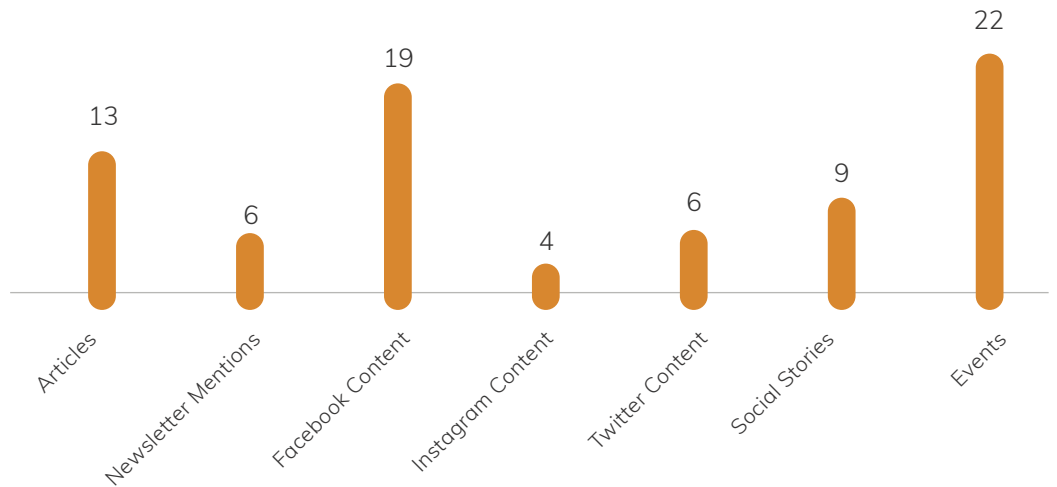
QUARTER REVIEW

APRIL-JUNE 2024

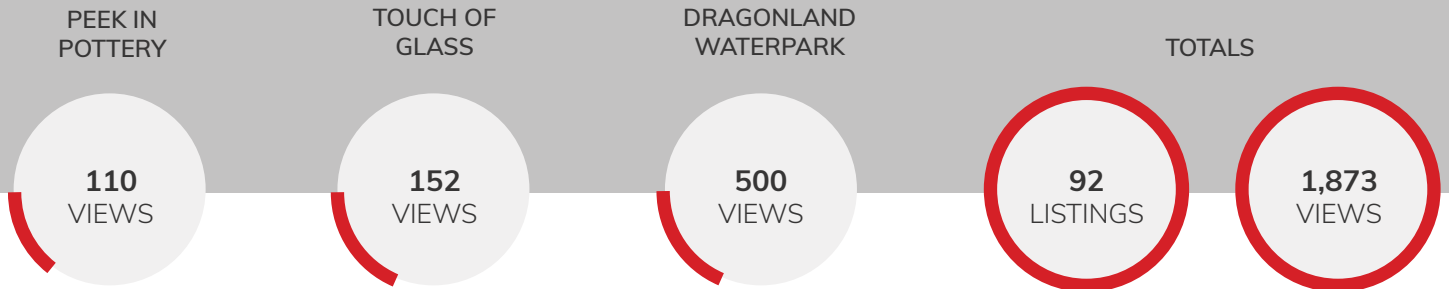
QUARTERLY OVERVIEW

(APRIL-JUNE 2024)

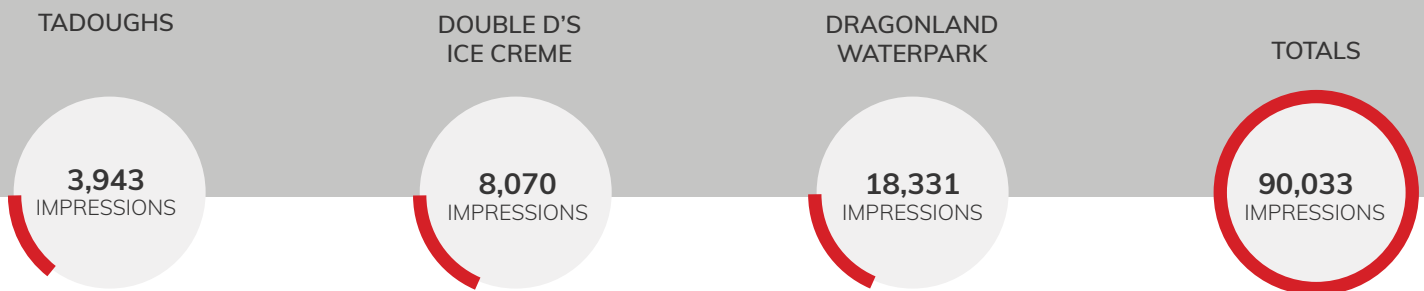
MEDIA CONTENT



BUSINESS LISTINGS



GOOGLE IMPRESSIONS



PEKIN BLOGS

13
ARTICLES FEATURING
PEKIN

→

5,792
TOTAL
ARTICLE VIEWS

SOCIAL ENGAGEMENT

377,125
SOCIAL REACH

25,326
FOLLOWERS

Content		NOTES
Website	170,462	Total Website Page Views / Increased by 13,843
Articles	13	Blogs in which Entities + Events where featured
Newsletter Mentions	6	Total Subscribers: 15,662
Facebook Posts	19	Total Following: 8,748
Instagram Posts	4	Total Following: 7,297
Twitter Posts	6	Total Following: 5,692
Social Stories	9	Posted to Facebook + Instagram
Video Content	-	Reels, Tiktoks + Youtube
Events	22	Listed on PACVB Calendar of Events

Discover Peoria's Top Pages FEATURING Pekin	Page Views
/events/	24,771
/	19,059
/things-to-do/	5,779
/things-to-do/things-to-do-with-kids/	4,938
/restaurants/	2,115
Total	56,662

Pekin's TOP VIEWED Pages/events on Discover Peoria Website	Page Views
/event/pekin-bicentennial-street-faire	359
/event/pekin-marigold-festival-2024	138
/event/downtown-concert-series-2nd-chance	199
/plan/communities/pekin	67
Total	763

Pekin Listings / Highest Impressions on Google	Impressions
Dragonland Water Park	18,331
Double D's Ice Creme	8,070
Tadoughs	3,943

All Articles/Blogs Featuring Pekin	Views
Greater Peoria Area Classics	200
16 things to do this spring	267
The World's Most Complete Large-scale solar sys.	231
Group Activities in the Greater Peoria Area	77
A region-wide taco guide	305
Golf Greater Peoria	131
Greater Peoria Farmers Markets	407
Deep Dive into Peoria Area Swimming Pools	932
Greater Peoria Festivals	1,812
If the spoon fits: 39 ice cream spots to try	212
Navigating Greater Peoria's Mountain biking trails	328
Fourth of July Fun in Greater Peoria	480
10 Best Places to find an Iconic Tenderloin	410
Total	5,792

Website Business Listings	# of Listings	Views	Clicks	Impressions on Google
Hospitality + Tourism Listings	92	1,248	303	90,033

Hotels + Accomodations	Leads Sent	Room Nights Requested
Hampton Inn & Suites Pekin	4	1,065
Holiday Inn Express and Suites	4	1,065
Motel 6/ Studio 6 - Pekin	4	1,065
Super 8 Motel - Pekin	4	1,065

Social Engagement	Impressions	Following
Facebook	199,904	8,748
Instagram	116,916	7,297
LinkedIn	534	1,590
Twitter	1,257	5,692
TikTok	58,514	1,999
Total	377,125	25,326

In the span of April 1st - June 30th, 2024, Our social channels combined have a total of 25,326 following + reached a total of 377,125 people. Social following has increased by 1,005 since last quarter

Newsletter Mentions

[April 1 // You won't believe these views](#)

[April 15 // Discover what to do this spring](#)

[May 1 // Lets Taco ' Bout it](#)

[May 15 // Click here for Fresh Picks in Greater Peoria](#)

[June 1 // It's Festival Time in Greater Peoria](#)

[June 15 // Looking for things to do this summer?](#)

Business Listing	Views	Clicks	impressions on google
8th Street Sweet Spot	18	5	3434
AMC Classic Pekin 14	16	0	1029
Anaprana Healing Studio	5	0	58
Artistic Community Theatre	10	2	2
Artistic Flowers	24	17	1089
Ashers Bar + Grill	32	15	81
Avanti's Event Center	41	9	245
BC BBQ	6	2	530
Blazin' A Horseback Riding and Boarding	16	3	743
Boating on the Lagoon	17	2	1372
Christmas on Court	1	0	2
City of Pekin	10	1	535
Classical Dance Academy	13	1	215
Classy Girl Boutique	4	0	482
Coffee Connection	3	1	922
Corner Curio	8	0	0
Curvy Chic Boutique	2	0	952
Dirksen Park	4	0	55
Double D's Ice Creme	35	0	8,070
Dragonland Water Park	500	0	18,331
East Court Village	0	0	0
Ernie's Family Restaurant	4	1	542
Ewe's Treasures Resale Shop	5	1	507
Flores Music	9	3	418
GIVSCO	1	0	17
Good Tequilas Mexican Grill- Pekin	2	0	109
Hacienda Cantina and Grill	2	0	521
Hack's Sportscards and Memorabilia	16	0	6
Hampton Inn & Suites Pekin	5	0	1651
Heritage Farmers Market	9	4	534
Hole in the Wall	13	0	740
Holiday Inn Express and Suites - Pekin	2	1	592
Jimbo's Jumbo	2	1	3500
Just Jude's Creations	13	3	93
Kountry Nook	11	2	469
Kouri's Pub Pekin	3	0	2768
La Fiesta of Pekin	0	0	0
La Gondola Spaghetti House	1	0	608
Leaves 'n Beans Coffe // Pekin	14	3	391
Leo's Art Studio	126	22	618
Lick Creek Golf Course	7	2	860
Little Ade's Bicycles	15	3	1
Maddie Mae's	16	3	7
Magic Dragon Mini-Golf	14	3	19
Mama Made Mercantile	2	0	110
Maquet's Rail House	9	3	2656
Marigold Festival	12	1	607
McNaughton Park	15	3	1428
Mike's Cobbler Corner	3	0	0
Mineral Springs Park	38	7	3194
Motel 6/ Studio 6 - Pekin	2	0	669
Parkside Athletics	1	0	17
Parkview Golf Course	7	1	1,189
Pavillion on the Lagoon at Mineral Springs Park	2	0	334

Peek In Pottery	110	28	646
Pekin Archers	8	0	278
Pekin Area Chamber of Commerce	5	1	239
Pekin Bass & Bow	19	6	974
Pekin Country Club	12	0	10
Pekin Gun & Sporting Goods	10	4	2388
Pekin Lake State Fish and Wildlife Area	42	7	997
Pekin Marine Corps League	3	1	896
Pekin Municipal Airport	4	0	349
Pekin Paintball Park	20	6	286
Pekin Park District	6	2	1335
Pekin Park Trail	9	0	371
Pekin Riverfront and Miller Parks	33	6	1472
Pekin Shoe Repair	2	0	52
Powerton Lake State Fish and Wildlife Area	3	0	770
R.P. Home and Harvest	4	1	0
Rhythm & Brews	5	0	224
Second Chance Treasures	0	0	48
Sunset Hills Eatery	5	1	24
Sunset Hills Golf Course	4	0	2014
Sunset Lanes	62	22	1215
Super 8 Motel - Pekin	2	0	65
Tadoughs	73	12	3,943
TAiLS of a Bookworm	12	3	1776
TAPS No-Kill Animal Shelter	37	6	786
Tazewell County Board	1	0	0
The Bunker	11	4	658
The HOPE Chest	12	0	155
The Twisted Spoke Saloon	3	0	694
Touch of Glass	152	58	1333
Udry Jewelry	1	0	21
Vanilla Bug Spray	10	4	641
Venezia Italian Bistro	4	1	99
Veterans Memorial Arena	15	0	366
Villas of Holly Brook	6	0	166
Whiskey Taco	9	0	1127
Yesterday's Bar & Grill	13	5	293
totals	1873	303	90,033

Title	Start Date	Rank	Address 1	Host Organization Name
German Springfest (Fruhlingfest)!	2024-04-14	One Time Event	3401 Griffin Drive	German American Society
Pekin Farmers Market	2024-06-06	Ongoing Event / 4X	551 S. 14th Street	
Rotten Egg Hunt (21+)	2024-04-05	One Time Event	2300 Broadway Road	
Birthday Party Mayhem: A Murder-Mystery Dinner N	2024-04-21	One Time Event	3401 Griffin Ave.	Die Laughing Entertainment
Sports Cards n' Collector's Show	2024-04-20	One Time Event	3401 Griffin Ave.	
May Day Open Market	2024-05-05	One Time Event	3401 Griffin Ave.	The Raven, the Hare, & The Scroll
Peo-Taz ABATE 2nd Annual Biker's Bazaar	2024-04-27	One Time Event	3401 Griffin Ave.	Peo-Taz ABATE
Murder in Sin City	2024-04-26	Ongoing Event	363 Court Street	Yesterday's Bar & Grill
An Eclipse Experience at Anaprana	2024-04-08	One Time Event	1617 Valle Vista Blvd	Anaprana Healing Studio
Solar Eclipse Activities at Pekin Library	2024-04-01	Ongoing Event	301 S 4th St	
Rockstar Karaoke	2024-05-04	One Time Event	251 Derby Street	The Twisted Spoke Saloon
CASA Info Meeting at Pekin Area Chamber of Com	2024-04-25	One Time Event	402 Court St	CASA of the Tenth Judicial Circuit
Pekin Bicentennial Street Faire	2024-06-15	One Time Event	Downtown Pekin	
New and Used Treasures Spring Sale	2024-04-20	One Time Event	2605 Broadway	Women of the Moose
The Great Catsby	2024-04-27	One Time Event	310 Country Club Dr.	TAPS No-Kill Animal Shelter
Mom & Me Succulent Bar	2024-05-10	One Time Event	1100 Derby Street, D	Mama Made Mercantile
Bikers Bazaar	2024-04-27	One Time Event	3401 Griffin Ave.	
Downtown Concert Series: 2nd Chance	2024-06-15	One Time Event	342 Court St	Pekin Area Chamber of Commerce
Family Vacation Bible School	2024-06-24	Ongoing Event	3514 Broadway St	Pekin First Nazarene

Lead ID	Meeting Name	Account	Hotel Response Due	Hotel Responded Date	Dates	Requested RN's	Status
Hampton Inn & Suites							
C8562	2024 Peoria Art Guild Fine Art Fair	Peoria Art Guild	04/12/2024		Sep 27-29, 2024	100	Definite
C8555	2025 June Progressive VolleyBall Tournament	Progressive Volleyball Events	06/21/2024		Jun 12-16, 2025	910	Tentative
C8574	24 Summer Madness River City Basketball Tournament	River City Basketball	05/10/2024		Jul 27-28, 2024	30	Definite
C8580	August room block	Illinois Soybean Association	05/23/2024	05/15/2024	Aug 13-14, 2024	25	Definite
Total Number of Leads = 4 Total Requested Room Nights = 1065							
Holiday Inn Express & Suites							
C8562	2024 Peoria Art Guild Fine Art Fair	Peoria Art Guild	04/12/2024		Sep 27-29, 2024	100	Definite
C8555	2025 June Progressive VolleyBall Tournament	Progressive Volleyball Events	06/21/2024		Jun 12-16, 2025	910	Tentative
C8574	24 Summer Madness River City Basketball Tournament	River City Basketball	05/10/2024		Jul 27-28, 2024	30	Definite
C8580	August room block	Illinois Soybean Association	05/23/2024		Aug 13-14, 2024	25	Definite
Total Number of Leads = 4 Total Requested Room Nights = 1065							
Motel 6 / Studio 6							
C8562	2024 Peoria Art Guild Fine Art Fair	Peoria Art Guild	04/12/2024		Sep 27-29, 2024	100	Definite
C8555	2025 June Progressive VolleyBall Tournament	Progressive Volleyball Events	06/21/2024		Jun 12-16, 2025	910	Tentative
C8574	24 Summer Madness River City Basketball Tournament	River City Basketball	05/10/2024		Jul 27-28, 2024	30	Definite
C8580	August room block	Illinois Soybean Association	05/23/2024		Aug 13-14, 2024	25	Definite
Total Number of Leads = 4 Total Requested Room Nights = 1065							
Super 8 Motel							
C8562	2024 Peoria Art Guild Fine Art Fair	Peoria Art Guild	04/12/2024		Sep 27-29, 2024	100	Definite
C8555	2025 June Progressive VolleyBall Tournament	Progressive Volleyball Events	06/21/2024		Jun 12-16, 2025	910	Tentative
C8574	24 Summer Madness River City Basketball Tournament	River City Basketball	05/10/2024		Jul 27-28, 2024	30	Definite
C8580	August room block	Illinois Soybean Association	05/23/2024		Aug 13-14, 2024	25	Definite
Total Number of Leads = 4 Total Requested Room Nights = 1065							



Partner: Account Recap

Date Generated: 07/31/2024
Date Filter: 04/01/2024 to 06/30/2024

City of Pekin / 1294

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

Advertising Opportunities

Promotion	Ad Type	Amount	Ad Category	Cash Amount	Trade Amount
Facebook Post 6/25/2024	Facebook	\$0.00	Default - Featured Memorial Stadium / Tagged: Pekin Area Chamber of Commerce in social post // Promoted blog (Fourth of July Fun in Greater Peoria) : Get red, white, and blue ready to celebrate Independence Day in the Greater Peoria Area!	0	0
Facebook Post 6/24/2024	Facebook	\$0.00	Default - Featured Pekin Farmers Market in social post // "#EventsOnTap □ More information on these events + more here. ➡ https://peoria.org/events/"	0	0
Social Stories 6/24/2024	Social Media	\$0.00	Default - Promoted Pekin Farmers Market in social story // #Events on Tap reshare	0	0
Blog // 10 BEST PLACES TO FIND AN ICONIC TENDERLOIN SANDWICH	Blog Article	\$0.00	Default - Showcased Asher's Bar & Grill in blog article // 10 BEST PLACES TO FIND AN ICONIC TENDERLOIN SANDWICH	0	0
Blog // Fourth of July Fun in Greater Peoria	Blog Article	\$0.00	Default - Promoted Memorial Stadium in blog article // Fourth of July Fun in Greater Peoria	0	0
Facebook Post 6/18/2024	Facebook	\$0.00	Default - Promoted Pekin Park District, Dirksen Park, and Little Ade's Bicycles in social post // Explore the diverse mountain bike trails in Greater Peoria. From easy going trails to challenging routes, there's something for every rider! □□□	0	0
Newsletter 6/15/2024	Email	\$0.00	Default - Promoted EVENTS + ENTITIES in newsletter through the BLOGS: If the Spoom Flts: 39 ice Cream Spots + Peoria Area Mountain Biking Guide / EVENT: downtown Concert Series	0	0
Facebook Post 6/14/2024	Facebook	\$0.00	Default - Featured Discover Pekin in social post // "This morning, we highlighted some exciting events happening on 25News WEEK. Here's a recap. □ Celebrate dad in style with a range of events at Marshall County Airport, Wildlife Prairie Park, BLACK BAND Distillery, or Rambler. Catch live music at Discover Pekin, The City of Elmwood, Village of Princeville, or Catalpa Grove. Relax at Peoria Park District's Parks on Tap event too! Tune in to our segment for all the details on this fun-filled weekend! □ https://bit.ly/3VRUgvd"	0	0
Blog // Navigating Greater Peoria's Mountain Biking Trails	Blog Article	\$0.00	Default - Promoted Pekin Park District - Dirksen Park, Little Ades Bicycles in blog	0	0
Facebook Post 6/10/2024	Facebook	\$0.00	Default - Highlighted Discover Pekin and Pekin Farmers Market in social post // "#EventsOnTap□ More information on these events + more here. ➡ https://peoria.org/events"	0	0

Instagram Post 6/10/2024	Instagram	\$0.00	Default - Featured Dragonland Water Park in social post // Make a splash (or relax ☐) by any of the pools in the Peoria Area this summer. The full list of places to take a dip is linked in bio. ☐	0	0
Facebook Post 6/7/2024	Facebook	\$0.00	Default - Promoted Dragonland Water Park in social post // Summers in the Peoria Area can get pretty hot. Luckily, Peoria and our surrounding region have plenty of poolside opportunities to beat the summer heat! Dip your toes or dive into these great splash pads. ☐ ✨ ☐	0	0
Article // If the Spoon Fits: 39 Ice Cream Spots to Try	Blog Article	\$0.00	Default - Promoted Double D's and 8th Street Sweet Spot in blog article // If the Spoon Fits: 39 Ice Cream Spots to Try	0	0
Newsletter 6/1/2024	Email	\$0.00	Default - Promoted EVENTS + ENTITIES in newsletter through BLOGS: Greater Peoria Festivals + Deep Dive Into the Peoria Area Pools / EVENTS: Bicentennial Street Faire	0	0
Newsletter 6/1/2024	Email	\$0.00	Default - Promoted EVENTS + ENTITIES in newsletter through BLOG: Deep Dive Into the Peoria Area Pools / EVENT: Bicentennial Street Faire	0	0
Facebook Post 5/23/2024	Facebook	\$0.00	Default - Promoted Pekin Public Library and Discover Pekin in social post // #TBT "Pekin fire company volunteers show off their 1884 Ahrends "Eagle" steam pumper, a man-drawn fire-fighting machine." ☐	0	0
Instagram Post 5/23/2024	Instagram	\$0.00	Default - Highlighted Pekin Public Library and Discover Pekin in social post // #TBT "Pekin fire company volunteers show off their 1884 Ahrends "Eagle" steam pumper, a man-drawn fire-fighting machine." ☐	0	0
Facebook Post 5/21/2024	Facebook	\$0.00	Default - Showcased Pekin Farmers Market in social post // Have you been looking for a full list of all the farmers markets in the area? Look no further. Soak up the sunny vibes and shop local at your nearest farmers market! ☐ ☐	0	0
Article // A deep dive into the Peoria Area Swimming Pools	Blog Article	\$0.00	Default - Promoted Dragonland Water Park in blog article // A deep dive into the Peoria Area Swimming Pools	0	0
Article // Greater Peoria Festivals	Blog Article	\$0.00	Default - Featured Marigold Festival + Christmas on Court in blog article // Greater Peoria Festivals	0	0
Twitter Post 5/15/2024	Twitter	\$0.00	Default - Highlighted Lick Creek Golf Course, Parkview Golf course, Pekin Country Club, and Sunset Hills Golf Course in social post // Spring has arrived with warm weather and the season of golf. Get into the swing of things with these 26 'tee'-rific golf courses in Greater Peoria. ☐ ☐	0	0
Newsletter 5/15/2024	Blog Article	\$0.00	Default - Promoted events + entities in BLOGS: Greater Peoria Farmers Markets + Cozy Cafes for Coffee	0	0
Facebook Post 5/14/2024	Facebook	\$0.00	Default - Showcased Lick Creek Golf Course, Parkview Golf course, Pekin Country Club, and Sunset Hills Golf Course in social post // Spring has arrived with warm weather and the season of golf. Get into the swing of things with these 26 'tee'-rific golf courses in Greater Peoria. ☐	0	0
Social Stories 5/14/2024	Social Media	\$0.00	Default - Highlighted Lick Creek Golf Course, Parkview Golf course, Pekin Country Club, and Sunset Hills Golf Course on social story // Repost of our reel with a link to our golf blog	0	0
Social Stories 5/9/2024	Social Media	\$0.00	Default - Promoted Shop Curvy Chic on social story // Mom + Me Succulent Bar	0	0
Blog // Greater Peoria Farmers Market 2024	Blog Article	\$0.00	Default - Promoted heritage farmers market in blog	0	0
Blog / Golf Greater Peoria 2024	Blog Article	\$0.00	Default - Promoted Lick Creek Golf Course, Parkview Golf course, Pekin Country Club + Sunset Hills Golf Course in article	0	0
Facebook Post 5/6/2024	Facebook	\$0.00	Default - Promoted Discover Pekin and Curvy Chic Boutique in social post // "#EventsOnTap ☐ More information on these events + more here. ➡ https://peoria.org/events "	0	0
Social Stories 5/5/2024	Social Media	\$0.00	Default - Promoted Hacienda Cantina + Grill and Good Tequilas Mexican in social story // Where to celebrate Cinco De Mayo	0	0
Instagram Post 5/3/2024	Instagram	\$0.00	Default - Featured Hacienda Cantina + Grill and Good Tequilas Mexican in social post // Greater Peoria is lucky to be able to find just about any type of taco imaginable on our local streets. While everyone has their favorite taco spot or neighborhood gem, here are some that should be on your radar, linked in bio. ☐	0	0
Social Stories 5/1/2024	Social Media	\$0.00	Default - Featured Hacienda Cantina + Grill and Good Tequilas Mexican in social story // Repost of the Illinois Foodie Reel promoting our Taco Guide	0	0

Newsletter 5/1/2024	Email	\$0.00	Default - Promoted events + entities in the following newsletter // BLOGS: A Region-Wide Taco Guide, Donut Shops, + Group Activities // EVENTS: May Day Open Market	0	0
Twitter Post 4/30/2024	Twitter	\$0.00	Default - Featured Hacienda Cantina + Grill and Good Tequilas Mexican in social post // While everyone has their favorite taco spot or neighborhood gem, there are some local standouts that may not yet be on your radar. Here are some of our must-try, tortilla-bound picks from the traditional and beyond. ☐☐☐	0	0
Facebook Post 4/30/2024	Facebook	\$0.00	Default - Featured Hacienda Cantina + Grill and Good Tequilas Mexican in social post // While everyone has their favorite taco spot or neighborhood gem, there are some local standouts that may not yet be on your radar. Here are some of our must-try, tortilla-bound picks from the traditional and beyond. ☐☐☐	0	0
Social Stories 4/29/2024	Social Media	\$0.00	Default - Highlighted Avanti's Event Center, Discover Pekin, and Pekin Area Chamber of Commerce in social story // Events on Tap	0	0
Facebook Post 4/29/2024	Facebook	\$0.00	Default - Showcased Avanti's Event Center, Discover Pekin, Pekin Area Chamber of Commerce in social post // "#EventsOnTap ☐ ☐ More information on these events + more here. ➡ https://peoria.org/events "	0	0
Article // A Region-wide taco guide	Blog Article	\$0.00	Default - Featured Hacienda Cantina + Grill, Good Tequilas Mexican, and La Fiesta in blog article // A region-wide taco guide	0	0
Facebook Post 4/23/2024	Facebook	\$0.00	Default - Highlighted Mineral Springs Park in social post // April showers bring May flowers! As the rain begins to clear and the temperature starts to rise, take advantage of the many adventures and locations to explore during one of Greater Peoria's most beautiful seasons: springtime. ☐ ✨ ☐ ☐ ☐	0	0
Twitter Post 4/23/2024	Twitter	\$0.00	Default - Highlighted Mineral Springs Park in social post // April showers bring May flowers! As the rain begins to clear and the temperature starts to rise, take advantage of the many adventures and locations to explore during one of Greater Peoria's most beautiful seasons: springtime. ☐ ✨ ☐ ☐ ☐	0	0
Facebook Post 4/22/2024	Facebook	\$0.00	Default - Highlighted Yesterday's Bar and Grill, Discover Pekin, and Avanti's Event Center in social post // "#EventsOnTap ☐ ☐ More information on these events + more here. ➡ https://peoria.org/events/ "	0	0
Social Stories 4/22/2024	Social Media	\$0.00	Default - Highlighted Yesterday's Bar and Grill, Discover Pekin, and Avanti's Event Center in social story // Events on Tap	0	0
Blog // Group Activities in the Greater Peoria Area	Blog Article	\$0.00	Default - Highlighted Leo's Art Studio, Peek In Pottery, and Touch of Glass in blog post // Group Activities in the Greater Peoria Area	0	0
Facebook Post 4/17/2024	Facebook	\$0.00	Default - Featured Monical's Pizza, LaGondola Spaghetti House, Avanti's, and Jones Bros. Jewelers in social post // New to the area or looking to take a walk down memory lane? These Greater Peoria classics are staples to the community and help to make the area special regardless of where you're from. Learn a little bit of history about the places that make the Peoria area feel like home. ☐	0	0
Twitter Post 4/17/2024	Twitter	\$0.00	Default - Highlighted Monical's Pizza, LaGondola Spaghetti House, Avanti's, and Jones Bros. Jewelers in social post // New to the area or looking to take a walk down memory lane? These Greater Peoria classics are staples to the community and help to make the area special regardless of where you're from. Learn a little bit about what makes the Peoria area feel like home. ☐	0	0
Newsletter 4/15/2024	Email	\$0.00	Default - Promoted entities + events in the newsletter under: BLOGS: 16 Things to do this Spring, Community Solar System, + Peoria Area Classics // EVENT: Cards n' Collector's Show	0	0
Twitter Post 4/9/2024	Twitter	\$0.00	Default - Featured Pekin Public Library in social post - reshare of article: world's most complete large-scale solar system model	0	0
Facebook Post 4/9/2024	Facebook	\$0.00	Default - Highlighted Pekin Public Library and Discover Pekin in social post // Did you know the Peoria area is home to the world's most complete large-scale solar system model? Here are some places to visit to keep the excitement going after the solar eclipse!	0	0
Article // The worlds most complete large-scale solar system model	Blog Article	\$0.00	Default - Highlighted Public Library in blog post // The worlds most complete large-scale solar system model	0	0
Article // 16 Things To Do This Spring	Blog Article	\$0.00	Default - Featured Mineral Springs Park in blog article // 16 Things To Do This Spring	0	0
Facebook Post 4/8/2024	Facebook	\$0.00	Default - Highlighted AnaPrana Healing Studio in social post // "#EventsOnTap ☐ ☐ More information on these events + more here. ➡ https://peoria.org/events/ "	0	0

Social Stories 4/8/2024	Social Media	\$0.00	Default - Highlighted AnaPrana Healing Studio in social story // Events on Tap	0	0
Instagram Post 4/3/2024	Instagram	\$0.00	Default - Promoted Sunset Lanes and Striketown Bowl in social post // Have some 'spare' time? Give bowling a try! Even if bowling isn't your sport of choice, you'll find a variety of activities at these local establishments, linked in bio. ☐	0	0
Facebook Post 4/2/2024	Facebook	\$0.00	Default - Highlighted Peek-In Pottery in social post // "As we all know, Peoria weather is unpredictable! Luckily, there are some excellent indoor options to keep in your back pocket for the next inclement day. Scroll through these local gems for adventures that are guaranteed to burn some of that pent-up rainy day energy, linked here. ☐☐ https://bit.ly/3vIOzpe "	0	0
Article // Greater Peoria Area Classics	Blog Article	\$0.00	Default - Featured Monical's Pizza, LaGondola Spaghetti House, Avanti's, and Jones Bros. Jewelers in blog article // Greater Peoria Area Classics	0	0
Twitter Post 4/2/2024	Twitter	\$0.00	Default - Promoted Peek In Pottery in social post - reshare of blog: 13 indoor adventures with kids	0	0

CREATIVE PROJECT BRIEF

Client City of Pekin	Date	Project Brand Guidelines // Discover Video
-------------------------	------	---

Great creative briefs are equal parts directional and inspirational without tying a team's hands. Answer all the tough questions ahead of time and you improve your chances of avoiding misunderstandings before they occur and put in place the framework for creative brilliance and strategic problem solving.

Assignment Overview // Create and produce a community-wide commercial to promote the City of Pekin and inspire folks to explore what the city has to offer.

Primary Objectives // **1)** Develop, articulate, and showcase the City of Pekin in the Discover Peoria community brand, so the municipality represents a higher standard for destinations across the country **2)** Promote the City of Pekin, attract visitors, and enhance regional economy **3)** Promote the City of Pekin through its hospitality + tourism entities.

Hospitality + Tourism Entities Include: **1)** Lodging + Accommodations **2)** Locally-owned Specialty Boutiques **3)** Admission-based Entertainment **4)** Locally-owned Food + Beverage **5)** Transportation Companies

Discover Peoria Target Markets // [View Here](#)

Primary Target Market // Promising Families

What We Know About Our Secondary Target Market // Young couples with children in starter homes living child-centered lifestyles, no-worry spenders, married with kids, status-conscious, credit-aware, comfortable lifestyles, just moved in

Head of Household Age: 36-45
Household Income: \$100k – \$124,999
Property Structure: Single Family
House Holder: Homeowner
Age of Children: 7-9
Technology Grasp: Journeymen

Secondary Target Market // Flourishing Families

What We Know About Our Secondary Target Market // Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles, affluent, charitable contributors, athletic activities, saving for college, high credit card use, family-oriented activities

Head of Household Age: 42-55
Household Income: \$125k – \$149,999
Property Structure: Single Family
House Holder: Homeowner
Age of Children: 10-12
Technology Grasp: Journeymen

CREATIVE PROJECT BRIEF

Client City of Pekin	Date	Project Brand Guidelines // Discover Video
-------------------------	------	---

Great creative briefs are equal parts directional and inspirational without tying a team's hands. Answer all the tough questions ahead of time and you improve your chances of avoiding misunderstandings before they occur and put in place the framework for creative brilliance and strategic problem solving.

What Should Visitors THINK, FEEL, + DO in Response to this Discovery Video //

Background + Context to the City of Pekin //

Key Locations to Emphasize in the City of Pekin Video //

Single Most Critical Point to Communicate //

Brand Personality + Tone // As a lifestyle brand, Discover Peoria takes pride in creating lasting and authentic connections with our target audience—one person at a time. Our messaging is designed to feel personal—to encourage a genuine connection and overall positive brand impression.

We love the Peoria Area. We love our communities and our assets—our locally-owned businesses, talented makers, local attractions, and community festivals. Discover Peoria is the concierge for residents and visitors in our region—we are an office of Peoria cheerleaders and hospitality ambassadors. And as such, our messaging reflects our passion and community pride.

Word-of-mouth is the most effective form of marketing—it establishes brand loyalty from a personable source; increases brand awareness, sales, and market presence; and it is the most authentic form of communication. Inspired by the persona of conversations over coffee with friends, our tone of voice is sincere, encouraging, positive, and enthusiastic.

We take pride in being unbiased and articulate, inviting and hospitable, personable and supportive, full of pride and community praise, helpful and informative, sincere and educational, well-informed, mindful, courteous, purposeful, complimentary, receptive, and community-focused.

Discover Peoria Brand Guidelines // [View Here](#)

Project Deliverables //

Same concept, cut and edited in multiple formats and versions:

DISCOVER PEORIA

CREATIVE PROJECT BRIEF

Client City of Pekin	Date	Project Brand Guidelines // Discover Video
-------------------------	------	---

Great creative briefs are equal parts directional and inspirational without tying a team's hands. Answer all the tough questions ahead of time and you improve your chances of avoiding misunderstandings before they occur and put in place the framework for creative brilliance and strategic problem solving.

One (3) :30 second city-wide spot for shorts + reels (vertical)

One (1) 1-2 mins Pekin-only spot for OTT (horizontal)

Mandatories to Consider // Video must have Enjoy Illinois logo, Discover Pekin logo, Discover Peoria logo

Reference Benchmark

Examples We Love //

Destination Marketing Adverts: **1)** [San Diego](#) — great video-to-music pairing!! **2)** [Egypt](#) — love the full story with no voice over **3)** [Boston](#) — We like this one because it helps fight the current image of what Boston is (i.e. clam chowda + lobstah rolls) **4)** [Rockford: Our City, Our Story](#) — This entire series does an excellent job of telling local stories and using sound effects to enhance the mood and setting further

What Stakeholders will be involved in the Final Approval + Sign-off? //

Budget //

Timing //



REQUEST FOR COUNCIL ACTION

Agenda Date: August 5, 2024
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Motion to Recommend a \$5,000 Event Sponsorship to Pekin Community High School for the Women's Basketball Shootout

DESCRIPTION: Pekin Community High School has requested \$5,000 to sponsor the Women's Basketball Shootout event planned for January 25, 2025. More details on the event are attached in the packet.

The Committee could recommend an upfront sponsorship, which is what the Pekin Holiday Tournament will receive, or the Committee could deny the sponsorship request and instead invite them to submit a Tourism Grant application after the event.



Cole Stoner
Athletic Director

320 Stadium Drive Phone: (309) 477-4233
Pekin, IL 61554 Fax: (309) 477-4372

cstoner@pekinhigh.net

Pekin Tourism Committee

The Pekin Community High School Athletic Department is hosting a Women's Basketball Shootout on January 20th, 2025. This shootout will have seven games, with fourteen total teams competing. In an effort to cover costs and promote the City of Pekin, we'd like to humbly request a sponsorship to cover certain costs for the day.

A \$5,000 sponsorship could assist in covering Officials, Workers, a team gift, and a hospitality room for the event.

In return for a sponsorship, teams will receive a gift with your logo displayed prominently on the item. Ads will be run on the Pekin High School digital scorer's table for the Pekin Tourism Committee/ Discover Pekin as well as the logo being printed on the programs, which will be distributed throughout the event. Radio commercials during our warm-up music could celebrate your committee or any local businesses that you'd like.

We are going on the 59th year of hosting the Pekin Insurance Holiday Tournament on the boys basketball side with so much support from our community, and I believe it is time to start developing one of the top Women's Basketball Shootouts in the State of Illinois.

If you need any additional information, please contact me at your earliest convenience.

Sincerely,

Cole Stoner

The opportunity is here.



The fire is within.



Cole Stoner
Athletic Director

320 Stadium Drive Phone: (309) 477-4233
Pekin, IL 61554 Fax: (309) 477-4372

cstoner@pekinhigh.net

2025 Discover Pekin Mid-Illini vs Big 12 Classic

Host: Pekin Community High School
January 20th, 2025

To: Athletic Directors and Head Girls Basketball Coaches

From: Cole Stoner, Pekin Community High School Athletic Director

Re: Information for the Pekin Insurance Mid-Illini vs Big 12 Classic

Pekin Community High School will be hosting the 2025 Discover Pekin Mid-Illini vs Big 12 Classic on January 20th. Please refer to the following information to help make this event a positive one not only for your team and coaches, but also for your fans. If you have any questions, please feel free to call me at 309-477-4233.

Schedule: (attached at the end of this document)

Pekin Community High School, 320 Stadium Dr., Pekin, IL 61554

(Information highlighted below in GREEN is specific to Pekin.)

Uniforms, Team Benches, and Locker Rooms:

All area teams will be home for game one, then alternate uniforms after that. **It is important that each team bring both sets of uniforms.**

Pekin Community High School will assign benches and locker rooms. Locker rooms will not be secured, so please bring your own locks. Towels will be provided, if needed.

Pekin Community High School will not be responsible for any missing, lost, or stolen items.

The opportunity is here.



The fire is within.

Warm Ups:

There will be the standard 15-minute warmup prior to each game.

Shot Clocks:

All games at PCHS will utilize a 35 second shot clock.

Game Officials:

All game officials are assigned by the IHSA.

Ticket Prices:**Pass List and Team Roster:**

Please email (cstoner@pekinhigh.net) your pass list and team roster by the end of the day Friday, January 17th, 2025

Scorer's Table:

Please inform your team scorekeeper that he/she may sit at the scorer's table.
There will only be room for one person at the scorer's table from the opposing team.

Team Dropoff at Pekin:

THIS INFORMATION IS CRITICALLY IMPORTANT AND SHOULD BE SHARED WITH ALL THOSE INVOLVED.

ALL buses (team, cheer, fan) will drop off on Stadium Dr. (by the large Pillars) Have your bus enter the school on Stadium Drive (just east of the football field) off of Court Street. Drive north until you reach the circular drive by the "Pillars". Turn right into the circular drive to drop off your team.

Buses may then pull forward and park in the circular drive.

Buses will NOT be allowed to drop off or park in the small lot behind Hawkins Gym.



The opportunity is here.



The fire is within.

Fan Entrance:

They may enter at the "Pillar Entrance" (door #3) off of Stadium Dr.

Parking:

Parking is available in the main lot just north of the varsity baseball field. There are also smaller lots available around campus.

The lot behind Hawkins Gym is a "permit only" lot on days when Pekin plays.

Athletic Trainer:

There will be a certified Athletic Trainer at all the games.

Concessions:

Our concession stand will be open for all games. It is located in the main hallway on the west side of Hawkins Gym.

Cheerleaders:

If your school is bringing their Cheerleading Squad, please inform them that we will not be able to provide a separate dressing/changing area.

Emergency Contact Information:

In case of inclement weather or other situations, please call me at any time on my cell phone at 309-241-8912

The opportunity is here.



The fire is within.

2025 Pekin Insurance Mid-Illini vs Big 12 Classic

Date	Time	Mid-Illini	Big 12
1/20/25	9:30	East Peoria	Normal West
1/20/25	11:00	Limestone	Danville
1/20/25	12:30	Dunlap	Normal Community
1/20/25	2:00	Canton	Richwoods
1/20/25	3:30	Morton	Peoria Notre Dame
1/20/25	5:00	Washington	Peoria High
1/20/25	6:30	Pekin	Bloomington

The opportunity is here.



The fire is within.