



**REGULAR TOURISM COMMITTEE MEETING
MONDAY, MAY 5, 2025
5:00 PM**

1. Call to Order

2. Approval of Minutes

- 2.1. Minutes from the Regular Tourism Committee Meeting on April 7, 2025

3. Public Input

4. Unfinished Business

- 4.1. FY26 Tourism Budget Review
4.2. Update on Dragon's Fire Balloon Fest
4.3. Update on Downtown Street Concerts

5. New Business

- 5.1. Concept Proposal for Event Center / Bakery
5.2. Discussion and Recommendation of Partnership with Discover Peoria
5.3. Discussion of Capital Spending Ideas

6. Any Other Business to Come Before the Committee

7. 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, APRIL 7, 2025 AT 5:00 PM**

Call to Order

In the absence of Chairperson Lelonie Luft, committee member Emily Lambe called the Tourism Committee Meeting to order at 5:00PM in the Pekin City Hall Council Chambers.

A quorum was established

Members present: Chris Dunn, Mel Matthews, Emily Lambe, Amy McCoy and Shawn Powers.

Members absent: Cindy Galyean and Lelonie Luft

Approval of Minutes

Shawn Powers moved to approve the minutes from the Tourism Committee Meetings on Monday, January 6, 2025, and on Monday, March 3, 2025, as presented, seconded by Mel Matthews. Motion approved by voice vote.

2.1. Minutes from the Regular Tourism Committee Meeting on January 6, 2025

2.2. Minutes from the Regular Tourism Committee Meeting on March 3, 2025

Public Input

None

Unfinished Business

4.1. Event Center Feasibility Study Update

Eureka College students have created 2 surveys to gauge the feasibility for an event center in Pekin. One survey was created for businesses and one was crafted for the general public. Surveys were distributed by email with a quick turn-a round deadline because survey results needs to be completed by the end of their semester in May.

4.2. Hot Air Balloon Event Update

Sponsorship opportunity flyers were distributed. Twelve balloons have committed to the event, as well as, several vendors and 2 bands for entertainment. Event planners are looking for more kid friendly activities.

New Business

5.1. Budget Update - Tourism Project Selection

There are no concerns that the Tourism budget will not pass. The Committee will be looking at opportunities to support in the future.

Any Other Business to Come Before the Committee

None

Adjourn

Mel Matthews moved to adjourn the meeting at 5:15pm. Seconded by Chris Dunn. Motion approved on voice vote.



REQUEST FOR COUNCIL ACTION

Agenda Date: May 5, 2025
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: FY26 Tourism Budget Review

DESCRIPTION: City Council approved the FY26 budget on April 21, which included the attached Tourism Fund budget.

Estimated Beginning Cash Balance: \$596,484
Total budgeted revenue: \$315,000
Total budgeted expense: \$526,870
Projected End Cash Balance: \$384,614

The \$211,870 budgeted deficit includes \$150,000 budgeted for "land improvements," which would be the capital projects the Committee has discussed, such as helping local hotels with capital improvements, new entrance signs, riverfront improvements, etc. The Committee needs to have discussion on what they want to propose for this spending.

Staff will be taking the Committee's recommended event sponsorships to City Council on May 12.

The \$25,000 budgeted for "dues and subscriptions" was planned for Discover Peoria, but Council did not approve that agreement, so it is on the Committee's agenda again tonight.

No action is needed on this agenda item.

Tourism

Josh Wray, Economic Development Director

Fund Overview:

The Tourism Fund is a special revenue fund that receives the city-wide 6% hotel tax of approximately \$300,000 annually. These dollars are regulated by State law and City ordinance to be used for the promotion of tourism and conventions within the city or to attract overnight non-resident visitors to the City. The use of these dollars is heavily guided by the Pekin Tourism Committee, and their recommendations are incorporated in the draft budget below.

Fund Budget:

Account Number	Description	FY 23 Actual	FY 24 Actual	FY 25 Budget	FY 25 Projected	FY 26 Budget	FY 25 to 26 \$ Change	FY 25 to 26 % Change
208	Tourism							
208	Tourism							
	Taxes	330,812	337,805	375,000	325,000	300,000	(75,000)	-20%
	Fines And Forfeitures	4,286	229	750	-	-	(750)	-100%
	Investment Earnings	604	250	350	23,000	15,000	14,650	4186%
	Other Revenue	-	5,475	2,500	17,500	-	(2,500)	-100%
	Revenue	335,702	343,759	378,600	365,500	315,000	(63,600)	-17%
	Personnel	22,515	15,954	21,792	26,670	31,930	10,138	47%
	Supplies & Materials	1	8,957	66,000	52,000	70,000	4,000	6%
	Contractual Services	124,250	117,778	117,500	83,000	215,190	97,690	83%
	Capital Outlay	-	-	30,000	-	150,000	120,000	400%
	Other Expenditures	53,501	36,641	63,750	74,250	59,750	(4,000)	-6%
	Expense	200,268	179,330	299,042	235,920	526,870	227,828	76%
	Revenue Total	335,702	343,759	378,600	365,500	315,000	(63,600)	-17%
	Expense Total	200,268	179,330	299,042	235,920	526,870	227,828	76%
	Grand Total	135,434	164,429	79,558	129,580	(211,870)	(291,428)	-366%

Budget Narrative:

Tourism budget revenues are decreasing by \$75,000 from the FY25 budget to the FY26 proposed budget due to a lower expectation in hotel stays after talking with the local hoteliers. The lack of a major event venue has been repeatedly cited as the cause for the decline in stays.

Expenses are expected to rise by 76% or \$227,828 in a strategic draw down of funds. In the last several years, the Tourism Fund has realized a surplus and currently has over \$500,000 in unrestricted cash, so the Tourism Committee would like to fund some larger projects in FY26. The proposed fund deficit of \$211,870 includes \$150,000 of one-time projects. These projects are yet to be determined as several options are available, but the Committee's highest priorities have been replacing City entrance signs, fixing-up the riverfront area, and adding an all-season speaker system downtown. The Committee would also like to open these dollars up for potential capital projects at the hotels in town.

The other large increase, in Contractual Services, is largely due to an increase in Other Contractual Services to fund additional landscaping services in the downtown area as well as (tentatively) a feasibility study for an event center that could host banquets, weddings and receptions, conference meetings, etc. The study is tentative because the Pekin Area Chamber of Commerce was able to secure a project with Eureka College students to perform such a study for free. If the deliverables of their study are satisfactory, the professional study contemplated in this budget would not be funded.

The Tourism Committee has also recommended a decrease in event sponsorship dollars, from \$63,750 to \$59,750, while actually adding to the number of events sponsored from 10 to 12. In contrast, they would like to increase the budget for marketing events and Pekin in general from \$30,000 to \$56,290 including the Discover Pekin website. While the special events funding appears to be increasing from \$66,000 to \$70,000, we have actually reduced the traditional event expenses to \$40,000 and added \$30,000 to pay for the police overtime required at these events which has previously been paid from the General Fund. The Chamber has also agreed to reduce their contract to manage these events from \$30,000 to \$21,900 in favor of a flat monthly fee.

This budget also includes \$10,000 in grant opportunities for beautification projects, \$10,000 other tourism-eligible events that may come up, and \$30,000 for the newly established Hotel Incentive Policy.

Line Item Detail:

Account Number	Description	FY 23 Actual	FY 24 Actual	FY 25 Budget	FY 25 Projected	FY 26 Budget
208	Tourism					
208	Tourism					
208-208-411005	Home Rule Motel Tax	330,812	337,805	375,000	325,000	300,000
	Taxes	330,812	337,805	375,000	325,000	300,000
208-208-463500	Late Payment Penalty	3,163	191	500	-	-
208-208-463600	Interest Charges	1,123	38	250	-	-
	Fines And Forfeitures	4,286	229	750	-	-
208-208-490100	Interest Earnings	604	250	350	23,000	15,000
	Investment Earnings	604	250	350	23,000	15,000
208-208-493600	Training Reimbursements	-	-	-	-	-
208-208-498700	Farmer's Market Revenue	-	-	-	-	-
208-208-499201	Tourism Contributions	-	3,500	2,500	1,500	-
208-208-499800	Miscellaneous Receipts	-	1,975	-	16,000	-
	Other Revenue	-	5,475	2,500	17,500	-
208-208-511600	Salary: All Personnel	13,208	10,124	15,127	3,830	-
208-208-511601	Admin Cost Allocation	-	-	-	14,415	23,910
208-208-515000	Overtime	-	0	-	-	-
208-208-515500	Vacation Pay	1,242	988	991	675	-
208-208-515501	Vacation Payout	-	-	-	-	-
208-208-515600	Holiday Pay	374	331	661	550	-
208-208-515800	Sick Pay	51	303	396	430	-
208-208-515801	Sick Payout	-	-	-	-	-
208-208-516700	Wellness Program	-	-	-	-	-
208-208-517000	Oasdi/city Share 6.2%	735	679	1,065	950	1,485
208-208-517001	Medicare/city Share 1.45%	211	158	249	250	350
208-208-517401	IMRF	1,308	1,677	1,120	1,250	1,735
208-208-518000	Group Insurance	5,387	1,694	2,184	4,320	4,450
208-208-518300	Workers Comp Insurance	-	-	-	-	-
	Personnel	22,515	15,954	21,792	26,670	31,930
208-208-520200	Office Supplies	-	-	-	-	-
208-208-520400	Postage	1	-	-	-	-
208-208-598505	Special Events	-	8,957	66,000	52,000	70,000

Account Number	Description	FY 23 Actual	FY 24 Actual	FY 25 Budget	FY 25 Projected	FY 26 Budget
	Supplies & Materials	1	8,957	66,000	52,000	70,000
208-208-538000	Maintainence Agreements	-	-	-	-	11,290
208-208-550300	Telephone	-	-	-	-	-
208-208-551600	Dues And Subscriptions	47,500	47,500	32,500	32,500	25,000
208-208-559900	Receivable Charge Off	-	-	-	-	-
208-208-560500	Consulting Services	76,750	63,613	30,000	22,500	21,900
208-208-560600	Corporate Counsel Fees	-	-	-	-	-
208-208-561200	Engineering Fees	-	-	-	-	-
208-208-569000	Other Contractual Service	-	6,270	-	3,000	62,000
208-208-573100	Grants	-	-	25,000	5,000	50,000
208-208-583000	Loan Agreements	-	-	-	-	-
208-208-591200	Developer Agreement Payments	-	-	-	-	-
208-208-598100	Public Relations	-	395	30,000	20,000	45,000
	Contractual Services	124,250	117,778	117,500	83,000	215,190
208-208-580201	Land Improvements	-	-	30,000	-	150,000
	Capital Outlay	-	-	30,000	-	150,000
208-208-597700	Sponsorships	53,501	27,788	63,750	74,250	59,750
208-208-598500	Farmer's Market Expense	-	-	-	-	-
208-208-599000	Miscellaneous	-	8,853	-	-	-
	Other Expenditures	53,501	36,641	63,750	74,250	59,750
Revenue Total		335,702	343,759	378,600	365,500	315,000
Expense Total		200,268	179,330	299,042	235,920	526,870
Grand Total		135,434	164,429	79,558	129,580	(211,870)



REQUEST FOR COUNCIL ACTION

Agenda Date: May 5, 2025

To: Members of the Tourism Committee

From: Joshua Wray, Economic Development Director

AGENDA ITEM: Discussion and Recommendation of Partnership with Discover Peoria

DESCRIPTION: The City Council did not approve the proposal for the \$25,000-level partnership with Discover Peoria for the City's fiscal year 2026. There was no discussion or questions of staff, so I have no feedback for the Committee. The Committee can recommend that same proposal again or a different funding level.



PEKIN, ILLINOIS

FY 2026 / proposal

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

Hospitality Business Perks

Company Logo, Description, URL on
DiscoverPeoria.com

Spotlight on the Discover Peoria Social Channels

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

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



PEKIN, ILLINOIS

FY 2025

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

Hospitality Business Perks
Company Logo, Description, URL on DiscoverPeoria.com
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Service Companies to be added for \$125 at their own expense