



**REGULAR TOURISM COMMITTEE MEETING
MONDAY, JULY 7, 2025
5:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on May 5, 2025

4. Public Input

5. Reports

5.1. Dragon's Fire Balloon Fest Event Report

5.2. FY25 End of Year Tourism Fund Report

5.3. Discover Pekin Marketing Report

6. New Business

6.1. Tourism Grant Request from Asher's Bar & Grill for St. Jude's Summer Rides Event

6.2. Tourism Grant Request from Roger Brotherton for Car Club Event on Front Street

6.3. Request for Funding: Hampton Inn Road Improvements

7. Any Other Business to Come Before the Committee

8. Adjourn



**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, MAY 5, 2025 AT 5:00 PM**

Call to Order

Chairperson Lelonie Luft called the Tourism Committee Meeting to order at 5:00 PM in the Pekin City Hall Council Chambers.

A quorum was established.

Members present: Lelonie Luft, Chris Dunn, Mel Matthews, Amy McCoy and Cindy Galyean.

Members absent: Emily Lambe and Shawn Powers

Approval of Minutes

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

Cindy Galyean moved to approve the minutes from the Tourism Committee Meeting Minutes from April 7, 2025, as presented, seconded by Mel Matthews. Motion approved by voice vote.

Public Input

None

Unfinished Business

4.1. FY26 Tourism Budget Review

The Committee held discussion about line items on the FY26 Budget such as, but limited to, "land improvement" projects, Discover Peoria contract renewal, etc.

4.2. Update on Dragon's Fire Balloon Fest

Dragon's Fire Balloon Festival will be held on June 27th & 28th at the Avanti's Event Center. There are 10 balloons scheduled to attend with live music, Food Trucks, and a Kid's area to be present. Posters promoting the event were distributed. The Committee discussed last minute details such as shuttle service, what volunteers may be needed, etc.

4.3. Update on Downtown Street Concerts

The first concert in the Downtown Street Concert Series will be May 31st. The

band Backstreet Band will perform. Marketing posters have been distributed. Amy McCoy will work with services to finalize final details.

New Business

5.1. Concept Proposal for Event Center / Bakery

Guest speakers from the event center, Shindigs gave a short presentation about their business and how a larger event center would be beneficial to Pekin. The committee discussed the anticipated, upcoming survey results from Eureka College students and how it may to help facilitate moving forward the development of such a service in Pekin.

5.2. Discussion and Recommendation of Partnership with Discover Peoria

The Committee asked staff to bring a discussion item to City Council at their next meeting to get feedback since there was none on the vote that previously failed.

5.3. Discussion of Capital Spending Ideas

Several ideas were discussed but, most predominately, the possibility of updating, replacing, and removing signage positioned at entering points into the City limits. Staff will start the process to make those improvements.

Any Other Business to Come Before the Committee

None

Adjourn

Amy McCoy moved to adjourn the meeting at 6:00pm. Seconded by Mel Matthews. Motion approved on voice vote.



REQUEST FOR COUNCIL ACTION

Agenda Date: July 7, 2025
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: FY25 End of Year Tourism Fund Report

DESCRIPTION:

	FY25 Budget	FY25 Actual	FY26 Budget
Beginning Fund Balance	585,669	585,669	710,262
Total Revenues	375,000	356,408	300,000
Total Expenses	299,042	231,815	526,870
Net Profit (Loss)	75,958	124,593	(226,870)
Ending Fund Balance	661,627	710,262	483,392

General Ledger

Summary Trial Balance

User: jlwray@ci.pekin.il.us
 Printed: 07/02/2025 - 8:30AM
 Period: 01 to 12, 2025
 Include: Revenue and Expense
 Account From: 208
 Account To: 208
 Include Uncommitted JE's: True



City Of Pekin
 111 S. Capitol
 Pekin, IL 61554

Account Number	Description	Budget Amount	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
Fund 208						
REVENUE						
Department 208						
208-208-411005	Home Rule Motel Tax	375,000.00	0.00	3,085.82	317,127.78	-314,041.96
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
208-208-463500	Late Payment Penalty	500.00	0.00	0.00	412.42	-412.42
208-208-463600	Interest Charges	250.00	0.00	0.00	82.48	-82.48
208-208-490100	Interest Earnings	350.00	0.00	62.00	23,479.72	-23,417.72
208-208-492100	Loan Proceeds	0.00	0.00	0.00	0.00	0.00
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	0.00	0.00	1,500.00	-1,500.00
208-208-499800	Miscellaneous Receipts	0.00	0.00	0.00	16,953.44	-16,953.44
	208-208 REVENUE Totals:	378,600.00	0.00	3,147.82	359,555.84	-356,408.02
	REVENUE Totals:	378,600.00	0.00	3,147.82	359,555.84	-356,408.02
EXPENSE						
Department 208						
208-208-511600	Salary: All Personnel	15,126.86	0.00	2,150.59	1,100.00	1,050.59
208-208-511601	Admin Cost Allocation	0.00	0.00	14,221.64	0.00	14,221.64
208-208-515000	Overtime	0.00	0.00	0.00	0.00	0.00
208-208-515500	Vacation Pay	990.84	0.00	803.20	0.00	803.20
208-208-515501	Vacation Payout	0.00	0.00	80.31	0.00	80.31
208-208-515600	Holiday Pay	660.56	0.00	643.90	0.00	643.90
208-208-515800	Sick Pay	396.34	0.00	327.22	0.00	327.22

Account Number	Description	Budget Amount	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
208-208-515801	Sick Payout	0.00	0.00	0.00	0.00	0.00
208-208-516700	Wellness Program	0.00	0.00	0.00	0.00	0.00
208-208-517000	Oasdi/city Share 6.2%	1,064.82	0.00	1,024.68	0.00	1,024.68
208-208-517001	Medicare/city Share 1.45%	249.03	0.00	240.29	0.00	240.29
208-208-517401	IMRF	1,119.78	0.00	1,143.63	0.00	1,143.63
208-208-518000	Group Insurance	2,184.16	0.00	4,188.55	0.00	4,188.55
208-208-518300	Workers Comp Insurance	0.00	0.00	0.00	0.00	0.00
208-208-518700	Mileage	0.00	0.00	0.00	0.00	0.00
208-208-519000	Training And Education	0.00	0.00	331.35	0.00	331.35
208-208-520200	Office Supplies	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
208-208-520400	Postage	0.00	0.00	20.50	0.00	20.50
208-208-538000	Maintenance Agreements	0.00	0.00	0.00	0.00	0.00
208-208-550300	Telephone	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
208-208-551600	Dues And Subscriptions	32,500.00	0.00	32,500.00	0.00	32,500.00
208-208-554200	Meals Lodging	0.00	0.00	0.00	0.00	0.00
208-208-559900	Receivable Charge Off	0.00	0.00	0.00	0.00	0.00
208-208-560500	Consulting Services	30,000.00	0.00	19,766.98	1,310.00	18,456.98
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	2,169.10	0.00	2,169.10
208-208-573100	Grants	25,000.00	0.00	3,089.61	0.00	3,089.61
208-208-580201	Land Improvements	30,000.00	0.00	0.00	0.00	0.00
208-208-583000	Loan Agreements	0.00	0.00	0.00	0.00	0.00
208-208-590400	Interest Paid	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
208-208-591200	Developer Agreement Payments	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
208-208-597700	Sponsorships	63,750.00	0.00	65,149.00	37.00	65,112.00
208-208-598100	Public Relations	30,000.00	0.00	44,315.41	0.00	44,315.41
208-208-598500	Farmer's Market Expense	0.00	0.00	0.00	0.00	0.00
208-208-598505	Special Events	66,000.00	0.00	42,870.42	774.50	42,095.92
208-208-599000	Miscellaneous	0.00	0.00	0.00	0.00	0.00
	208-208 EXPENSE Totals:	299,042.39	0.00	235,036.38	3,221.50	231,814.88

Account Number	Description	Budget Amount	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
	EXPENSE Totals:	299,042.39	0.00	235,036.38	3,221.50	231,814.88
	Fund 208 Totals:	79,557.61	0.00	238,184.20	362,777.34	-124,593.14
	Report Totals:	79,557.61	0.00	238,184.20	362,777.34	-124,593.14

Traffic Overview

Web Overview

Organic Traffic

Active users
4,183
↑ 2.1%



New users
4,085
↑ 1.1%

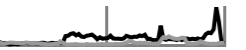


Total Traffic

Active users
23,039
↑ 162.6%



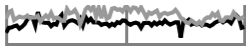
New users
22,920
↑ 164.3%



Engaged sessions
12,154
↑ 119.2%



Engagement rate
43.04%
↓ -18.1%



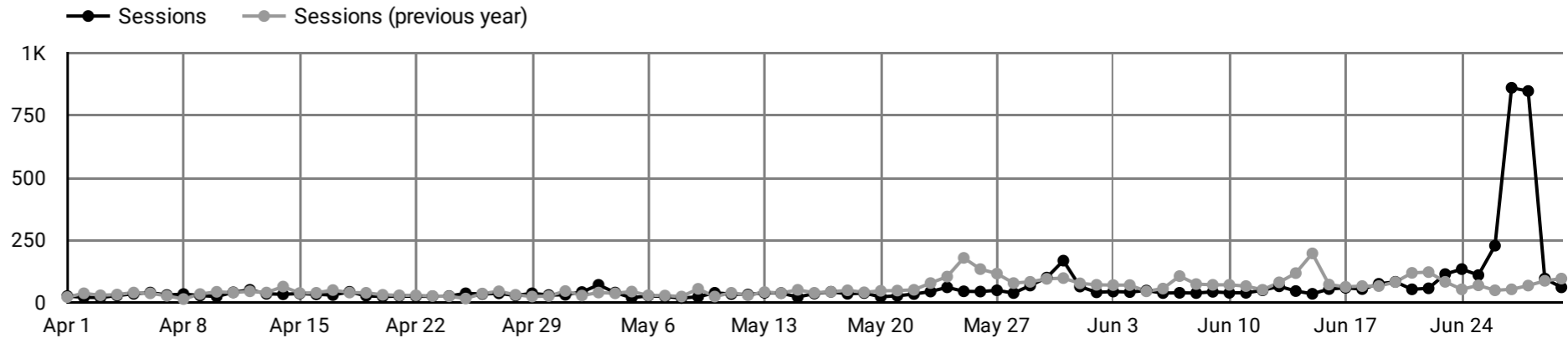
Sessions
28,240
↑ 167.5%



Sessions per user
1.23
↑ 1.9%



Sessions Trending



Top Landing Pages

Page path	Views	% Δ	Active users	% Δ
/events/dragons-fire-balloon-fest/	2,943	-	1,700	-
/things-to-do/	567	9.0% ↑	446	9.9% ↑
/	408	-5.3% ↓	206	17.7% ↑
/downtown-concert-series/	407	97.6% ↑	276	80.4% ↑
/events/	399	-17.7% ↓	289	-9.1% ↓
/things-to-do/family-fun/	193	-28.5% ↓	162	-28.6% ↓
/food-drink/	154	63.8% ↑	126	63.6% ↑
/event/spring-carnival-2/	129	-	92	-

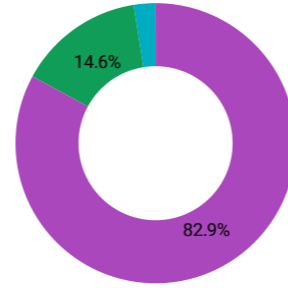
Organic Traffic Audience Detail

Visitor Locations

	City	Region	New users
1.	Chicago	Illinois	1,675
2.	Pekin	Illinois	760
3.	East Peoria	Illinois	571
4.	Peoria	Illinois	246
5.	Bloomington	Illinois	167
6.	(not set)	Illinois	137
7.	(not set)	Iowa	94

1 - 100 / 887

What device are people using?

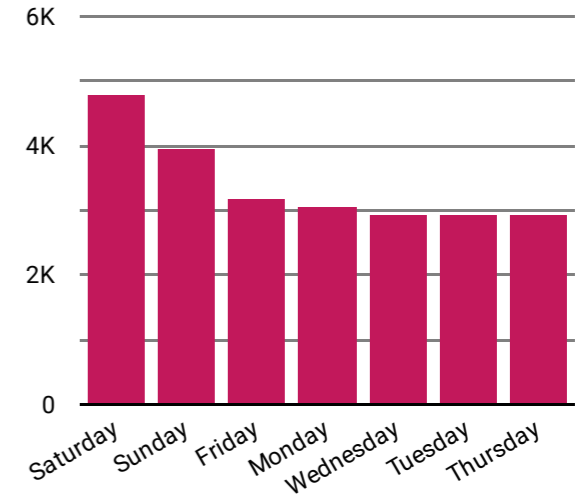


mob... des...

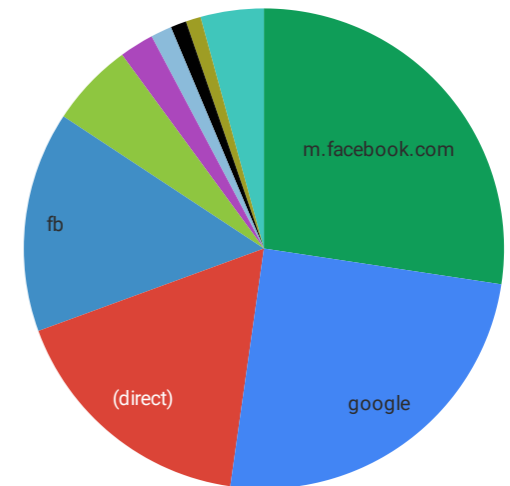
Device categ...	Active us...	Views
1. mobile	19,909	30,302
2. desktop	2,585	5,159
3. tablet	599	935

1 - 4 / 4

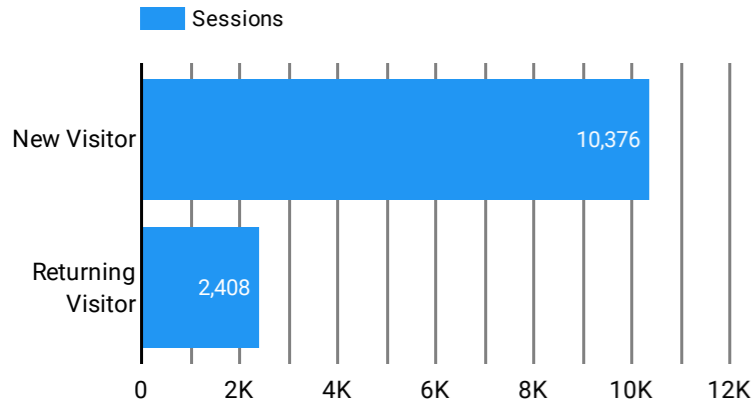
Popular Days



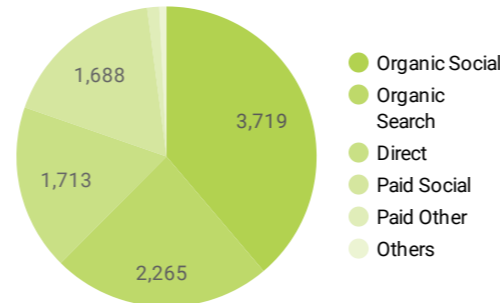
Source Medium



New vs Returning Visitors



How people found your site:



Organic Keywords
5,064
 ↓ -30.7%

Site CTR
1.1%
 ↓ -11.4%

Impressions
412.2K
 ↑ 11.2%

Average Position
12.2
 ↑ 2.8%

Clicks
4.5K
 ↓ -1.5%

Keyword Intent

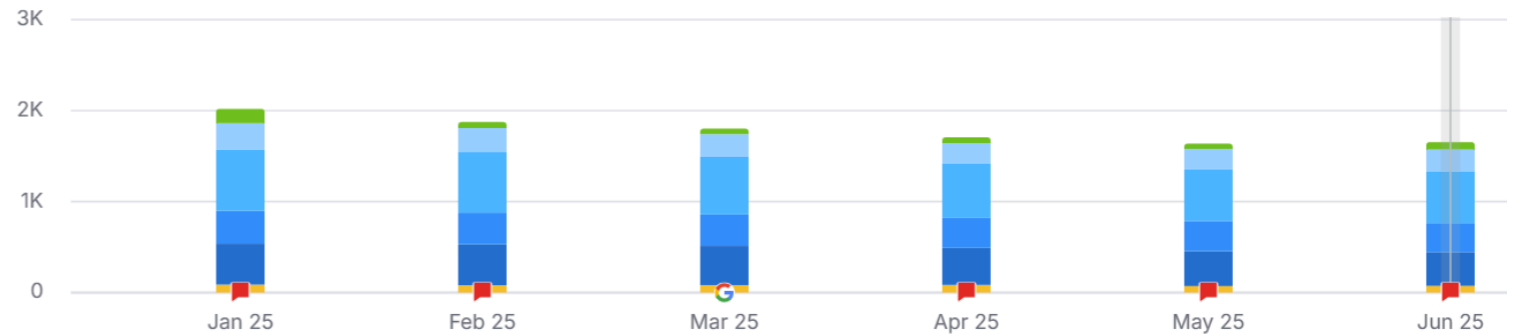


Intent	Keywords	Traffic
Informational	40%	915
Navigational	20.6%	471
Commercial	14.7%	337
Transactional	24.7%	565

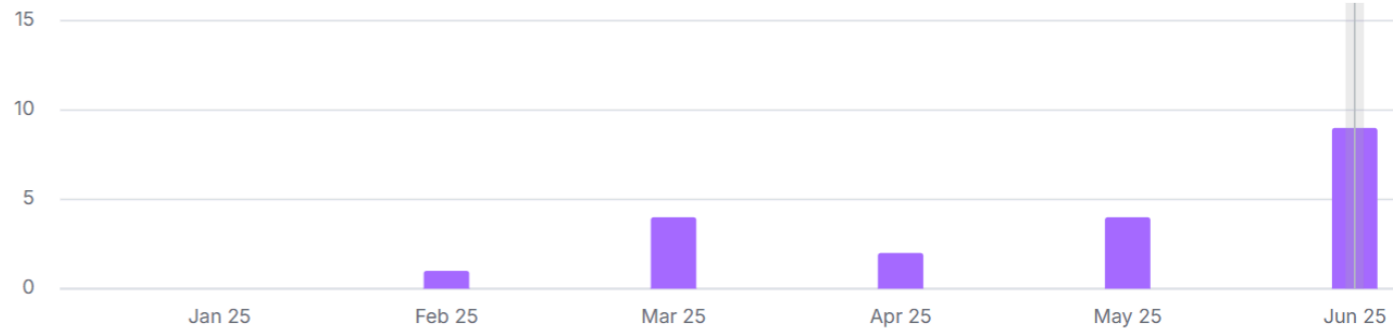
Keyword intent is the reason behind why someone types a specific phrase into a search engine. By creating content with that intent, it increases the chance of showing up in search results.

Organic Keywords Trend

Top 3
 4-10
 11-20
 21-50
 51-100
 SERP Features



AIO Trend



Top Performing Keywords

	Query	Clicks ▾	Impressions	Site CTR	Average Positi...
1.	pekin balloon festival	204	294	69.39%	1
2.	pekin hot air balloon festival	194	274	70.8%	1.07
3.	dragons fire balloon fest	105	181	58.01%	1.27
4.	things to do in pekin il	81	557	14.54%	2.22
5.	discover pekin	53	88	60.23%	1
6.	balloon festival pekin il	51	78	65.38%	1
7.	dragon fire balloon festival	45	74	60.81%	1.16
8.	dragon's fire balloon fest	36	67	53.73%	1.48
9.	hot air balloon pekin il	35	42	83.33%	1.02
10.	menards pekin il	25	22,575	0.11%	10.17
11.	pekin carnival	23	338	6.8%	3.05
12.	things to do pekin il	17	162	10.49%	2.79

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Tips & Tricks

Quarter 2 Completions:

1. Keyword research for new blog ideas
2. Uploaded new podcast episodes onto site
3. Added events
4. Optimized title tags
5. Updated page content
6. Added internal links
7. Adding AIO data

Quarter 3 Objectives:

1. Keyword/ topic research
2. Focus on creating more informative content
3. Continue uploading podcast to site
4. Make blog suggestions & post

Client Goals:

1. Increase traffic to the website using relevant keywords
2. Decrease the time a new website users 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!

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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.



June 2025 PPC Report



Facebook/Instagram Ad Creative

Discover Pekin Sponsored

Marvel at nearly a dozen hot air balloons and enjoy music, food trucks, and beverages during the Dragon's Fire Balloon Fest!



DRAGON'S FIRE BALLOON FEST
PEKIN ILLINOIS

JUNE 27TH & JUNE 28TH
HOT AIR BALLOONS • FOOD TRUCKS • LIVE MUSIC
AVANTI'S EVENT CENTER

discoverpekin.com
Good Times Soar! [Learn more](#)

741 58 comments 376 shares

Discover Pekin Sponsored

Backstreet's back! Don't miss the toe-tapping tunes by the Backstreet Band on May 31, at the Downtown Concert Series!



DISCOVER PEKIN
EST. 1824


BACKSTREET BAND

2025 DOWNTOWN CONCERT SERIES
MAY 31

discoverpekin.com
See the Backstreet Band! [Learn more](#)

Discover Pekin Sponsored

Counting down the days until the first show of our 2025 Downtown Concert Series!




DISCOVER PEKIN
EST. 1824

2025 DOWNTOWN CONCERT SERIES
MAY 31

BACKSTREET BAND

SAT, MAY 31 AT 5PM
Downtown Concert Series:
Backstreet Band [Interested](#)

discoverpekin Sponsored




TEE OFF
ON LEGENDARY COURSES

DISCOVER PEKIN
EST. 1824

[Learn more](#)

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DISCOVER PEKIN
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READY TO TEE OFF?

Challenging Disc Golf
Full of diverse challenges and beautiful wooded surroundings, it's time ... [See more](#)

[Learn more](#)

55 3 comments 8 shares

Facebook & Instagram Performance

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Link clicks

8,824

↓ -8.8%

CTR (all)

4.87%

↓ -16.0%

Impressions

385,676

↓ -3.5%

Cost Per Click

by Amount Spent, CPC (All), and CPM

Amount spent

\$1,224.80

↑ 6.3%

CPC (All)

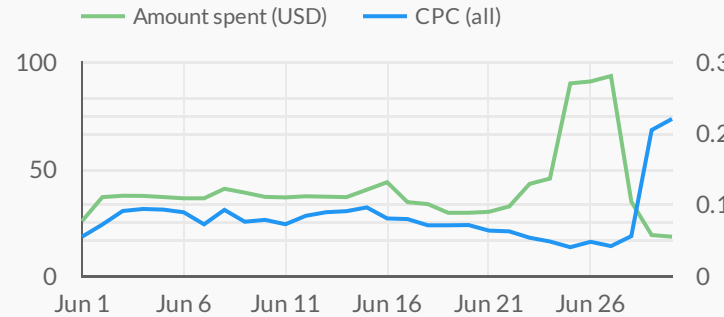
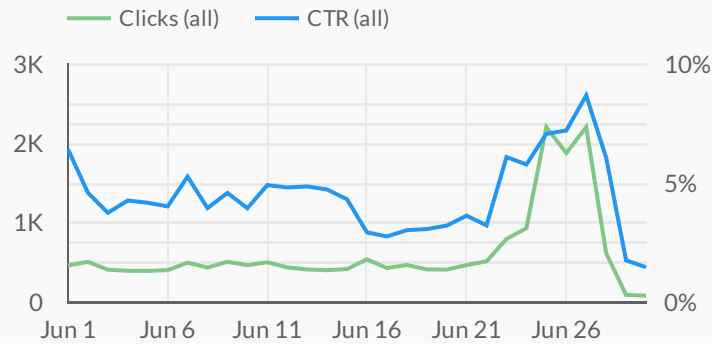
\$0.07

↑ 31.2%

CPM

\$3.18

↑ 10.2%



Quick Definitions

- **Impressions:** The number of times your ads were on screen.
- **Clicks (All):** The total number of clicks produced by your ads. This includes all interactions including Link Clicks, Reactions, Comments, Shares, etc.
- **CTR (All):** The percentage of times people saw your ad and then interacted with it.
- **CPC (All):** Average cost for each Click (All).
- **Cost:** The estimated total amount spent on this ad during the reporting period.
- **Page Likes:** The number of new Likes of your Facebook Page attributed to your ads.
- **Post Reactions:** The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content.
- **Post Comments:** The number of comments generated by your ads during the reporting period.
- **Post Shares:** The number of shares of your ads. People can share your ads (or posts) on their own or friends' Timelines, in groups and on their own Pages. This expands the reach of your ad beyond its initial targeting.
- **Link Clicks:** The number of clicks on your ad to select destinations on or off Facebook-owned properties.
- **CPC (Cost per Link Click):** The average cost for each Link Click

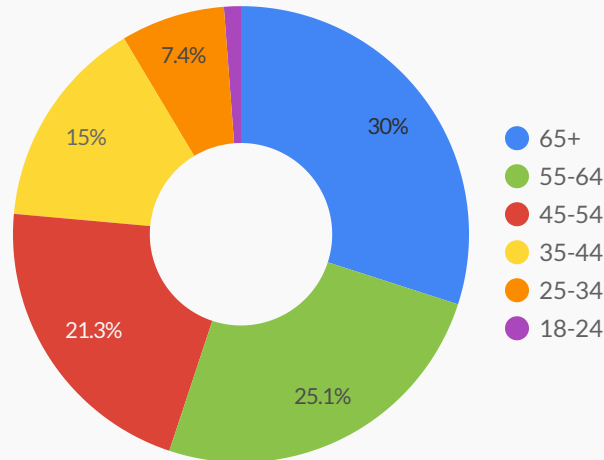
Social Engagement

Ad set name	Link clicks ▾	Impressions	Post reactions	Post shares	Post comments	Amount spent (...)
Dragon's Fire Balloon Fest	4,512	101,281	305	202	14	\$361.46
Website visitors Ad: KNOW...	1,643	39,737	62	14	13	\$149.99
Website visitors Ad: Watch ...	1,101	29,658	86	50	12	\$74.9
Tee Off in Pekin 2025	795	98,451	33	1	2	\$319.99
Disc Golf in Pekin 2025	773	116,549	52	4	1	\$318.46
Grand total	8,824	385,676	538	271	42	\$1,224.8

Facebook & Instagram Demographics

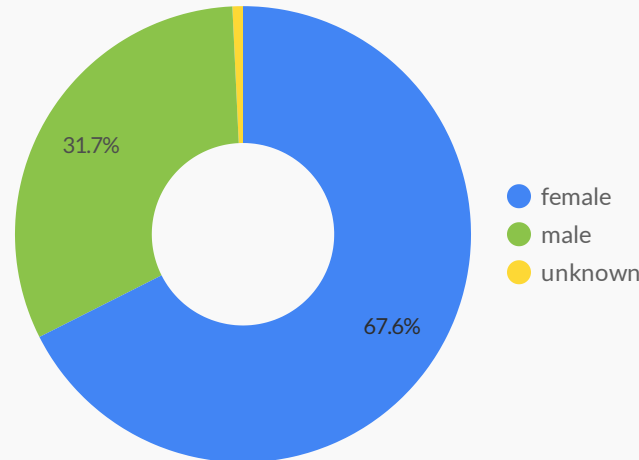
Age Breakdown

by Clicks



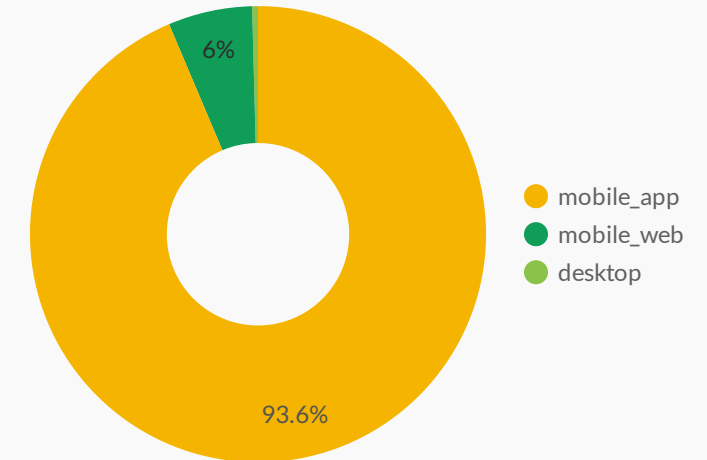
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

	DMA	Clicks (all)	Impressions
1.	Chicago	5,749	145,193
2.	Peoria-Bloomington	2,829	26,070
3.	Indianapolis	931	45,659
4.	St. Louis	893	38,002
5.	Davenport-R.Island-Moline	549	20,933
6.	Rockford	524	17,383
7.	Champaign&Sprngfld-Decatur	404	4,860
8.	Madison	145	3,251
9.	Cedar Rapids-Wtrlo-Iwc&Dub	111	4,783
10.	Quincy-Hannibal-Keokuk	107	4,972

Recommendations/Observations:

In June, The Spring-Summer and the Balloon Fest campaigns continued. Overall for the month there was a slight decrease in clicks to 8,824 and impressions to 385,676.

The CTR is still very strong at 4.87% and the CPC is very low at \$0.07! Both metrics out performing the industry standards!

The Balloon Fest Campaign did extremely well with 4,512 clicks and 101,281 impressions. It continued to have a lot of engagement on the posts with 305 Post reactions, 202 shares, and 14 comments.

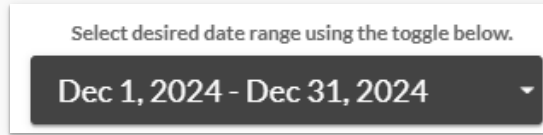
For geographical reach, most clicks came from the Chicago area, followed by the Peoria-Bloomington region. For Geography reach we are targeting day trippers and overnight markets. For the age breakdown 55% of the audience was over the age of 55.

Industry Benchmarks

	Facebook & Instagram
CTR (All Industries)	0.90%
CTR (Tourism)	0.90%
Avg. CPC (All Industries)	\$1.72
Avg. CPC (Tourism)	\$0.63

Changing Report Date Range:

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REQUEST FOR COUNCIL ACTION

Agenda Date: July 7, 2025
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Request for Funding: Hampton Inn Road Improvements

DESCRIPTION: Hampton Inn has requested the Tourism Committee's consideration of funding the improvements of the road that leads from Vandever Ave to the hotel. While the road itself is on private property, it is publicly used to access the hotel and the shopping center with Harbor Freight, Dunham's, and Aldi. According to the Tazewell County GIS map, approximately 25% of the road is owned by the hotel owner, and the rest is owned by East Court Village II (Cullinan Properties). However, the hotel owner is responsible for maintenance of the entire road per agreement with Cullinan from when the property was purchased. Two quotes for the project have been shared with staff, and both were approximately \$75,000.

Option 1 - Fund with Budget

The Committee could recommend funding this project from the \$150,000 budgeted in the Tourism Fund for capital projects. This would reduce the amount available for other projects, such as City entrance signs. Approximately \$75,000 would still be available for other projects depending on how much of this road project the Committee wants to fund.

Option 2 - Fund with Fund Balance

The Committee could recommend funding this project from fund balance. This would potentially reduce the FY26 projected end-of-year fund balance to approximately \$405,000 depending on how much of the project the Committee wants to fund. This option would require a budget amendment by the City Council, which requires a 2/3 vote of approval (5 affirmative votes).

Option 3 - Do not Fund

The Committee could decide not to fund the project in the current budget year.

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