



**REGULAR TOURISM COMMITTEE MEETING  
MONDAY, OCTOBER 6, 2025  
5:00 PM**

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**1. Call to Order**

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**2. Approve Agenda**

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**3. Approval of Minutes**

3.1. Minutes from the Tourism Committee Meeting held on September 2, 2025

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**4. Public Input**

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**5. Reports**

5.1. Tourism Fund FY2026 Q1 Financial Report

5.2. Discover Pekin SEO Report

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**6. Unfinished Business**

6.1. Christmas on Court

6.2. Recommendation for 2026 Sponsorship for Twisted Cat Fishing Tournament

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**7. New Business**

7.1. Discussion on Concept for New City Welcome Signs

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**8. Any Other Business to Come Before the Committee**

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**9. 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 TUESDAY, SEPTEMBER 2, 2025 AT 5:00 PM**

**Call to Order**

Chairperson Matthews called the Tourism Committee Meeting to order at 5:00 PM in the Pekin City Hall Council Chambers. A quorum was established.

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

**Approve Agenda**

Shawn Powers moved to approve the agenda as presented. It was seconded by Amy McCoy. Motion approved by voice vote.

**Approval of Minutes**

**3.1. Minutes from the Tourism Committee Meeting on August 4, 2025**

JoElle Master moved to approve the minutes from the Tourism Committee Meetings on Monday August 4, 2025 as presented, seconded by Shawn Powers. Motion approved by voice vote.

**Public Input**

No public input.

A motion to formally limit public input to 5 minutes was presented by Shawn Powers and seconded by Amy McCoy. Motion approved by voice vote.

**Unfinished Business**

**5.1. Presentation from ITI Digital - Digital Visitor Center**

Mitchell Knox of ITI Digital presented examples of possible Digital Visitor Center tools for the City of Pekin website. After discussion, it was agreed to have Josh Wray investigate further by looking into cost, possible options and how it will fit with our present website.

**5.2. Christmas on Court**

Christmas on Court will be held December 5, 2025 from 4:00-8:00PM

downtown Pekin. No theme has been decided. A possible location for a Christmas Market and vendors are being sought. Discover Peoria will help promote event.

## **New Business**

### **6.1. 2026 Schedule of Events**

The Downtown Concert Series, Dragon's Fire Balloon Fest and July 4th events are scheduled to return.

### **6.2. Twisted Cat 2026 Sponsorship Request**

Motion to postpone until next meeting was presented by Shawn Powers and seconded by Emily Lambe. Motion is approved by voice vote.

## **Any Other Business to Come Before the Committee**

None

## **Adjourn**

Amy McCoy moved to adjourn the meeting at 5:45pm. Seconded by Shawn Powers. Motion approved on voice vote.



**REQUEST FOR COUNCIL ACTION**

**Agenda Date:** October 6, 2025  
**To:** Members of the Tourism Committee  
**From:** Joshua Wray, Economic Development Director

**AGENDA ITEM:** Tourism Fund FY2026 Q1 Financial Report

**DESCRIPTION:** A balance sheet and a revenue and expense summary report is included. For Q1 of this fiscal year, May-July, the Tourism Fund received net \$94,926.34 in revenue and expended net \$96,439.06. The Fund's cash balance remains healthy at \$591,373.

# General Ledger

## Summary Trial Balance

User: jlwray@ci.pekin.il.us  
 Printed: 10/03/2025 - 4:48PM  
 Period: 01 to 03, 2026  
 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	300,000.00	0.00	18,797.42	100,226.74	-81,429.32
208-208-411008	Short Term Rental Taxes	0.00	0.00	0.00	0.00	0.00
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	0.00	0.00	1.62	202.64	-201.02
208-208-463600	Interest Charges	0.00	0.00	0.00	40.52	-40.52
208-208-490100	Interest Earnings	15,000.00	0.00	0.00	5,735.43	-5,735.43
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	0.00	0.00	0.00	7,100.00	-7,100.00
208-208-499800	Miscellaneous Receipts	0.00	0.00	0.00	420.05	-420.05
	208-208 REVENUE Totals:	315,000.00	0.00	18,799.04	113,725.38	-94,926.34
	REVENUE Totals:	315,000.00	0.00	18,799.04	113,725.38	-94,926.34
EXPENSE						
Department 208						
208-208-511600	Salary: All Personnel	0.00	0.00	0.00	0.00	0.00
208-208-511601	Admin Cost Allocation	23,910.00	0.00	6,002.02	0.00	6,002.02
208-208-515000	Overtime	0.00	0.00	79.79	0.00	79.79
208-208-515500	Vacation Pay	0.00	0.00	14.01	14.01	0.00
208-208-515501	Vacation Payout	0.00	0.00	0.00	0.00	0.00
208-208-515600	Holiday Pay	0.00	0.00	0.00	0.00	0.00

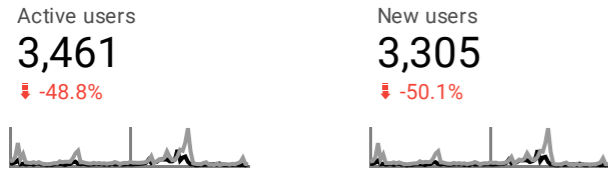
Account Number	Description	Budget Amount	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
208-208-515800	Sick Pay	0.00	0.00	7.13	7.13	0.00
208-208-515801	Sick Payout	0.00	0.00	0.00	0.00	0.00
208-208-516700	Wellness Program	0.00	0.00	0.00	0.00	0.00
208-208-517000	Oasdi/city Share 6.2%	1,485.00	0.00	365.70	0.00	365.70
208-208-517001	Medicare/city Share 1.45%	350.00	0.00	85.69	0.00	85.69
208-208-517401	IMRF	1,735.00	0.00	425.31	0.00	425.31
208-208-518000	Group Insurance	4,450.00	0.00	1,304.19	0.00	1,304.19
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	0.00	0.00	0.00
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	0.00	0.00	0.00
208-208-538000	Maintenance Agreements	11,290.00	0.00	3,190.00	0.00	3,190.00
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	25,000.00	0.00	25,000.00	0.00	25,000.00
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	21,900.00	0.00	5,475.00	0.00	5,475.00
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	62,000.00	0.00	4,187.46	0.00	4,187.46
208-208-573100	Grants	50,000.00	0.00	3,003.00	0.00	3,003.00
208-208-580201	Land Improvements	150,000.00	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	59,750.00	0.00	15,288.00	288.00	15,000.00
208-208-598100	Public Relations	45,000.00	0.00	11,258.14	0.00	11,258.14
208-208-598500	Farmer's Market Expense	0.00	0.00	0.00	0.00	0.00
208-208-598505	Special Events	70,000.00	0.00	21,062.76	0.00	21,062.76
208-208-599000	Miscellaneous	0.00	0.00	0.00	0.00	0.00
	208-208 EXPENSE Totals:	526,870.00	0.00	96,748.20	309.14	96,439.06

<b>Account Number</b>	<b>Description</b>	<b>Budget Amount</b>	<b>Beginning Balance</b>	<b>Debit This Period</b>	<b>Credit This Period</b>	<b>Ending Balance</b>
	EXPENSE Totals:	526,870.00	0.00	96,748.20	309.14	96,439.06
	Fund 208 Totals:	-211,870.00	0.00	115,547.24	114,034.52	1,512.72
	Report Totals:	-211,870.00	0.00	115,547.24	114,034.52	1,512.72

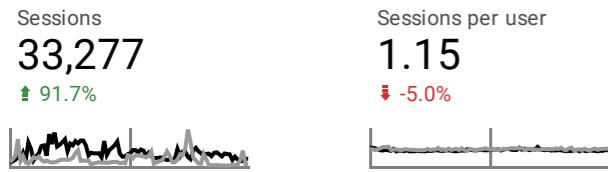
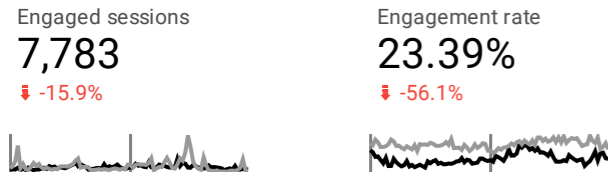
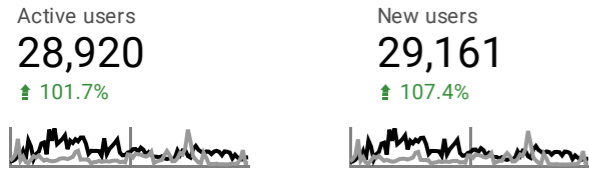
## Traffic Overview

### Web Overview

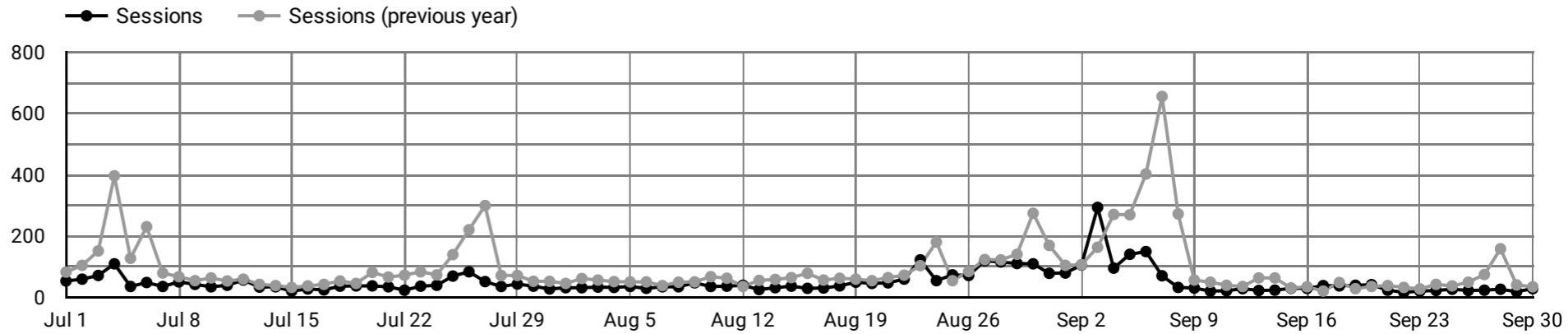
#### Organic Traffic



#### Total Traffic



### Organic Sessions Trending



### Top Organic Landing Pages

Page path	Views	% Δ	Active users	% Δ
/events/	478	-15.2% ↓	317	-26.3% ↓
/event/taste-of-pekin-2/	414	-	304	-
/downtown-concert-series/	400	37.5% ↑	261	24.9% ↑
/	400	-10.7% ↓	173	-29.4% ↓
/things-to-do/	391	-44.7% ↓	287	-48.8% ↓
/event/pekin-marigold-festival-2/	289	-86.5% ↓	260	-84.5% ↓
/about/our-history/	267	-28.8% ↓	205	-26.5% ↓
/things-to-do/family-fun/	152	-28.3% ↓	127	-29.4% ↓

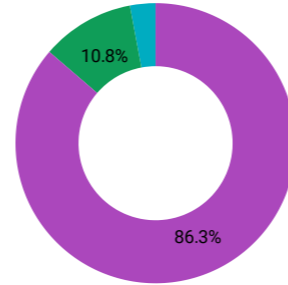
## Organic Traffic Audience Detail

### Visitor Locations

	City	Region	New users
1.	Chicago	Illinois	9,605
2.	Indianapolis	Indiana	1,042
3.	Pekin	Illinois	862
4.	(not set)	(not set)	666
5.	Peoria	Illinois	443
6.	East Peoria	Illinois	418
7.	St. Louis	Missouri	361

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### What device are people using?

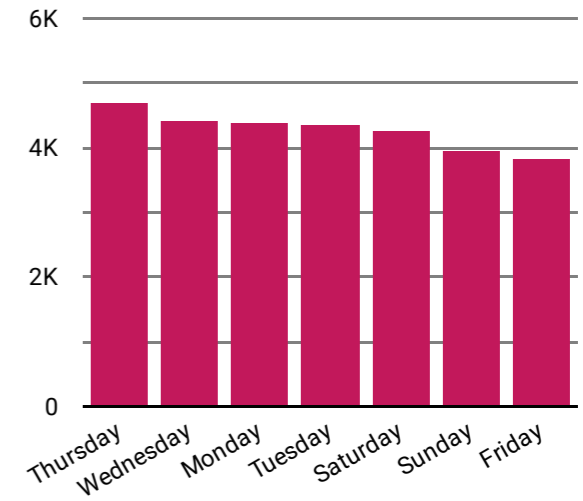


● mobi... ● desk... ● tablet

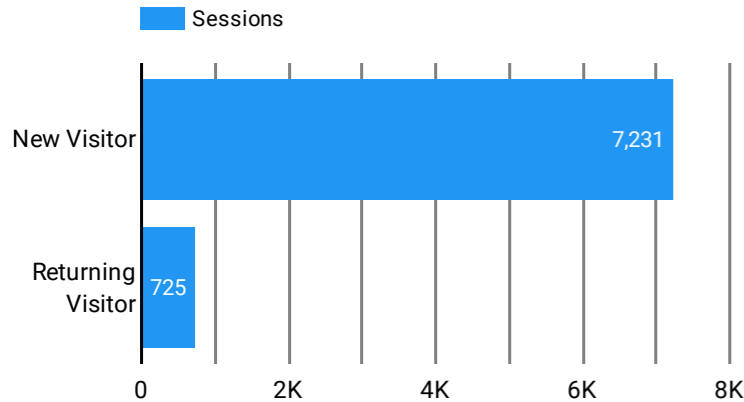
Device categ...	Active us...	Views
1. mobile	25,435	33,182
2. desktop	2,516	5,592
3. tablet	1,053	1,521

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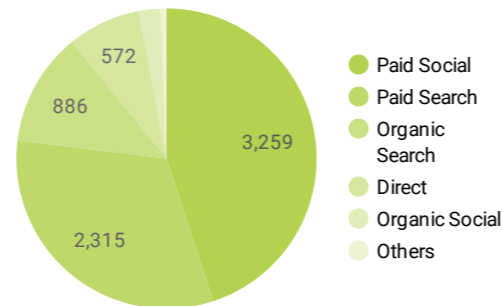
### Popular Days



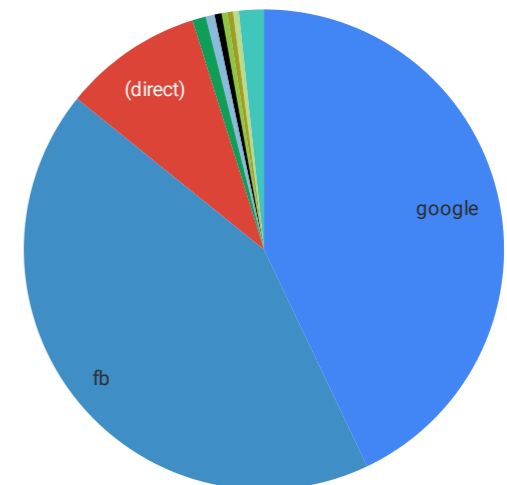
### New vs Returning Visitors



### How people found your site:



### Source Medium



Organic Keywords  
**5,440**  
 ↓ -32.4%

Site CTR  
**0.9%**  
 ↓ -46.5%

Impressions  
**417.6K**  
 ↓ -9.2%

Average Position  
**10.8**  
 ↓ -3.1%

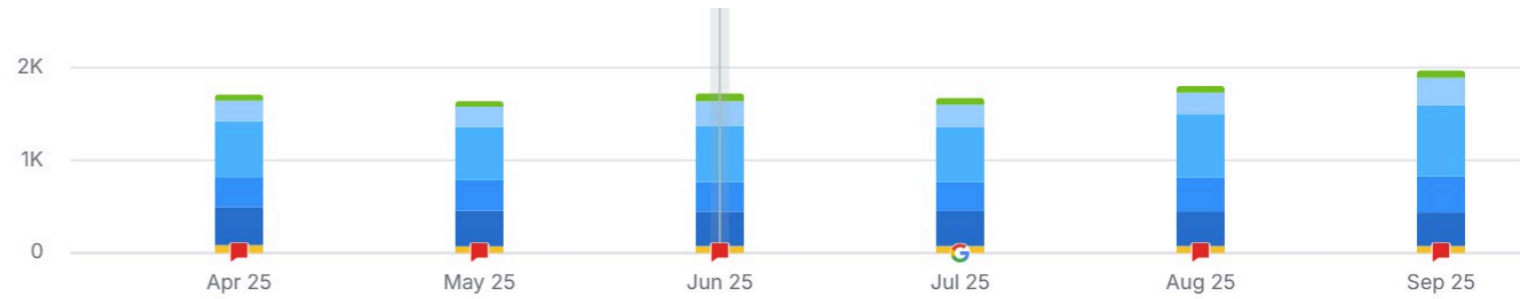
Clicks  
**3.9K**  
 ↓ -51.4%

### Keywords by Intent

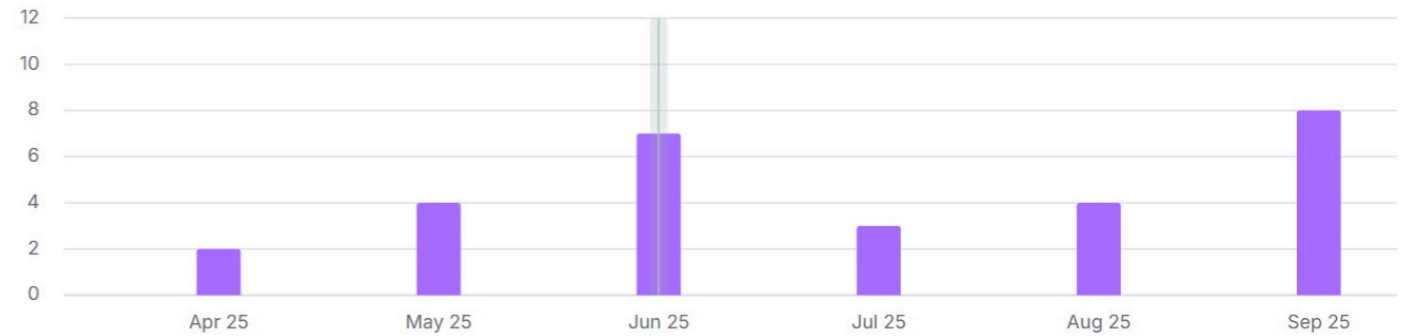
Intent	Keywords	Traffic
Informational	42.8%	1.1K
Navigational	21%	559
Commercial	15.1%	401
Transactional	21.1%	561

### Organic Keywords Trend

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



### AIO Trend



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.

## Top Performing Keywords

	Query	Clicks ▾	Impressions	Site CTR	Average Positi...
1.	taste of pekin 2025	163	297	54.88%	1.19
2.	taste of pekin	111	221	50.23%	1.29
3.	marigold festival pekin il	90	3,802	2.37%	4.59
4.	pekin downtown concert series	51	95	53.68%	1.02
5.	marigold festival	43	1,689	2.55%	5.31
6.	things to do in pekin il	40	605	6.61%	2.35
7.	discover pekin	39	53	73.58%	1
8.	marigold festival pekin il 2025	27	1,917	1.41%	5.43
9.	menards pekin directory	21	526	3.99%	3.99
10.	pekin park concert band	20	113	17.7%	3.38
11.	pekin marigold festival	19	2,599	0.73%	6.19
12.	marigold mile pekin il	17	47	36.17%	1.64

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## Tips & Tricks

### Quarter 3 Completions:

1. Keyword research
2. Uploaded new podcast episodes onto site
3. Updated photos
4. Updated event feed
5. Updated directory
6. published blog
7. Updated holiday page

### Quarter 4 Objectives:

1. Keyword/ topic research
2. Focus on creating more informative content
3. Continue uploading podcast to the site
4. Make blog suggestions
5. Find opportunities for internal linking
6. Evaluate low-content pages

### 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!

### 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.



**REQUEST FOR COUNCIL ACTION**

**Agenda Date:** October 6, 2025  
**To:** Members of the Tourism Committee  
**From:** Joshua Wray, Economic Development Director

**AGENDA ITEM:** Discussion on Concept for New City Welcome Signs

**DESCRIPTION:** Now that the City's rebranding effort is coming to a conclusion, staff has begun to look at design for new City welcome signs. The Committee's recommendation for \$150,000 in capital expenses was approved in the budget, which could go entirely towards new signs.

McDaniels Marketing created the attached mock-up of a sign. Exact design, dimensions, and locations are up for discussion. One company has given a rough quote of \$30,000 - \$35,000 per sign. That may not include installation and landscaping. This project will have to be formally bid.

Staff would like feedback on the design from McDaniels as well as a priority listing of locations in case there is not enough budget for all to be replaced this year. This discussion time will also go to the Beautification Committee.

