



**REGULAR TOURISM COMMITTEE MEETING
MONDAY, NOVEMBER 3, 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 October 6, 2025

4. Public Input

5. Reports

5.1. Discover Pekin September Report

5.2. Discover Peoria Quarterly Report

6. Unfinished Business

6.1. Christmas on Court

6.2. City Welcome Signs

7. New Business

7.1. Approval of 2026 Tourism Committee Meeting Schedule

8. Any Other Business to Come Before the Committee

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 MONDAY, OCTOBER 6, 2025 AT 5:00 PM**

Call to Order

Chairperson Matthews called the Tourism Committee Meeting to order at 5:02 p.m. in the Pekin City Hall Council Chambers.

A quorum was established.

Members present: Emily Lambe; Amy McCoy; JoElle Master; Shawn Powers; Mel Matthews; Cindy Galyean; Emily Lambe

Approve Agenda

Amy McCoy moved to approve the agenda, seconded by Cindy Galyean. Motion approved by voice vote.

Approval of Minutes

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

Shawn Powers moved to approve the minutes from the Tourism Committee Meeting on Tuesday, September 2, 2025, as presented, seconded by JoElle Master. Motion approved by voice vote.

Public Input

None

Reports

5.1. Tourism Fund FY2026 Q1 Financial Report

Josh Wray presented a review of the Tourism Fund FY26 Q1 Financial Report—no further discussion.

5.2. Discover Pekin SEO Report

The Committee reviewed the Discover Pekin SEO report. Amy McCoy said our results are really good, and the social media marketing is directing visitors to our website. She also suggested the Committee have staff from McDaniels Marketing attend a meeting to explain the report.

Unfinished Business

6.1. Christmas on Court

The Committee discussed the upcoming Christmas on Court event for December 5, 2025, with a 'Nutcracker' theme. There will be a hot cocoa contest among businesses. Mel Matthews is working on vendors and food trucks, adding an animal attraction like Barnyard Discoveries, and exploring a possible light attraction.

6.2. Recommendation for 2026 Sponsorship for Twisted Cat Fishing Tournament

Cindy Galyean moved to recommend to City Council an earmark of \$7,500 in the FY2027 Tourism Fund budget for the Twisted Cat Fishing Tournament to be held in 2026 with the condition that they turn in all the proper documentation of their 2025 event. Shawn Powers seconded the motion.

Cindy Galyean noted that the participants of this tournament fill up local hotels, bring their families, and stay multiple days. Josh Wray agreed that he would not take this action to City Council until the group has submitted their revenue/expense worksheet from the 2025 tournament.

Motion approved by voice vote.

New Business

7.1. Discussion on Concept for New City Welcome Signs

Josh Wray presented a rendering of the new City of Pekin signs prepared by McDaniels Marketing. The Committee suggested some changes, such as using the new logo on the right-hand side, and adding 'Welcome to the Marigold City' on the left-hand side. The Committee also recommended purchasing as many signs as the budget would allow up to five with the fifth to be placed on East Broadway Street. The project will also be reviewed at the Beautification Committee meeting before going to City Council.

Any Other Business to Come Before the Committee

None

Adjourn

Shawn Powers moved to adjourn the meeting at 6:00 p.m., seconded by Cindy Galyean. Motion approved by voice vote.



September 2025 PPC Report



Facebook/Instagram Ad Creative

Discover Pekin
Sponsored · 🌐

Come join us for four days of food, fun, music, and more at the Marigold Festival in Pekin, IL, Sept. 3-7.



THIS IS THE MARIGOLD STANDARD
DISCOVER PEKIN
MARIGOLD FESTIVAL, SEPTEMBER 3 - 7


pekinchamber.com
Come Celebrate Our Famous Flower. [Learn more](#)

👍❤️ 37 2 comments 19 shares

👍 Like 💬 Comment ➦ Share

Discover Pekin
Sponsored · 🌐

Get an early start on fishing the bountiful Banner Marsh by staying in nearby in beautiful Pekin, IL.




discoverpekin.com
Fishin by Day, Pekin by Night. [Learn more](#)

👍❤️😄 312 18 comments 19 shares

👍 Like 💬 Comment ➦ Share

Discover Pekin
Sponsored · 🌐

With 4 courses and an indoor simulator, a golf getaway in Pekin, IL is sure to please anyone at any level.




discoverpekin.com
Great golf experiences to choose from. [Learn more](#)

👍❤️ Mack Cakora an... 2 comments 5 shares

👍 Like 💬 Comment ➦ Share

Discover Pekin
Sponsored · 🌐


Grab your bow and set your tree stand — big bucks roam these fields. Choose Central Illinois for your next hunting trip and stay in Pekin!



discoverpekin.com
Bag a Trophy Buck in Central IL [Learn more](#)

Discover Pekin
Sponsored · 🌐

Head for your blind and keep your eyes to the skies — pick Pekin, Illinois, for your next goose and duck hunting trip!



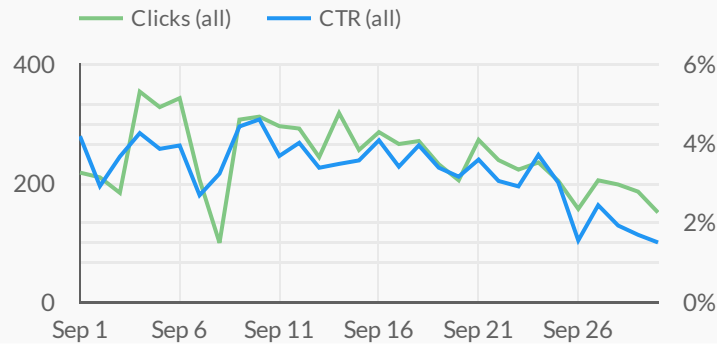
discoverpekin.com
Fishing & Hunting - Discover Pekin [Learn more](#)

👍 Like 💬 Comment ➦ Share

Facebook & Instagram Performance

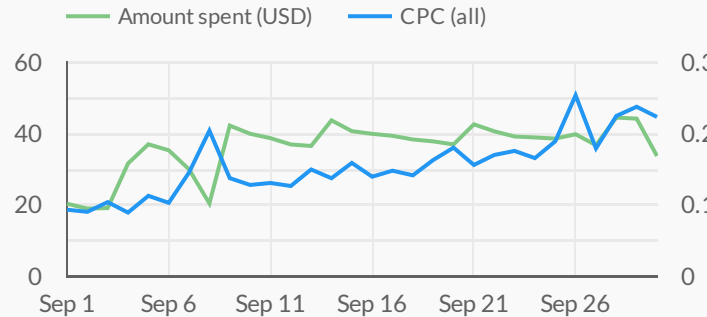
Click Through Rate & Impressions by Clicks, CTR, and Impressions

Link clicks 4,796 ↓ -21.3%	CTR (all) 3.22% ↓ -24.7%	Impressions 226,661 ↓ -19.1%
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Cost Per Click by Amount Spent, CPC (All), and CPC (Link)

Amount spent \$1,083.17 ↓ -4.8%	CPC (All) \$0.15 ↑ 56.3%	CPM \$4.78 ↑ 17.7%
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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

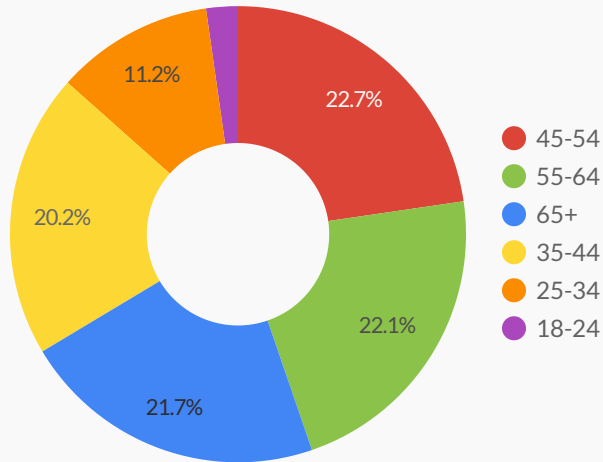
Social Engagement

Ad set name	Link clicks ▾	Impressions	Post reactions	Post shares	Post comments	Amount spent (...)
A Reel Good Time	2,278	60,400	85	7	5	\$335.34
Golf 2025	1,356	97,896	66	6	3	\$524.3
Marigold Festival	732	30,374	36	13	3	\$90.74
Duck & Goose Hunting	240	20,177	5	1	0	\$73.34
White-tail Deer Hunting	190	17,814	6	0	0	\$59.45
Grand total	4,796	226,661	198	27	11	\$1,083.17

Facebook & Instagram Demographics

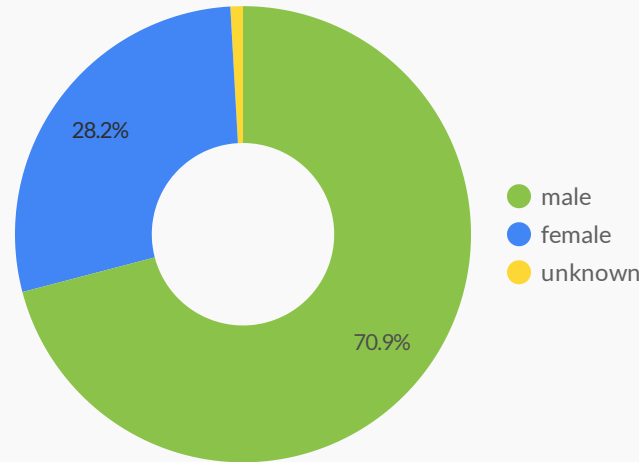
Age Breakdown

by Clicks



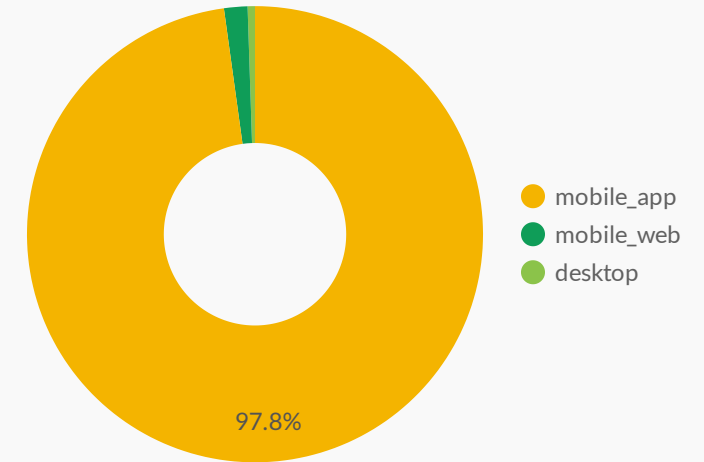
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

	DMA	Clicks (all) ▾	Impressions
1.	Chicago	2,786	74,736
2.	Indianapolis	758	23,334
3.	Peoria-Bloomington	746	13,144
4.	Davenport-R.Island-Moline	310	9,148
5.	Louisville	299	9,645
6.	St. Louis	277	7,361
7.	Kansas City	165	7,224
8.	Evansville	158	6,170
9.	Milwaukee	111	2,519
10.	Madison	96	2,468

Recommendations/Observations:

In September, we ran 5 different ads on Meta. For most of the month, The Banner Marsh and Golfing ad ran. At the beginning of the month the Marigold Fest ad was still running and on the 26th, we started the two hunting ads. Because only two ads were running for most of the month, clicks and overall impressions were down from last month. In all, there were 4,796 clicks and 226,661 impressions. The CTR was 3.22% which is also lower than last month, but still out performs the industry benchmarks. The CPC also stayed low at only 15 cents!

For geographical reach, most clicks came from the Chicago area followed by Indianapolis. This is great since we are targeting overnight markets. 66.5% of the audience were 45+.

Google Ad Creative



COME FOR A BLOOMIN' GOOD TIME



DISCOVER PEKIN



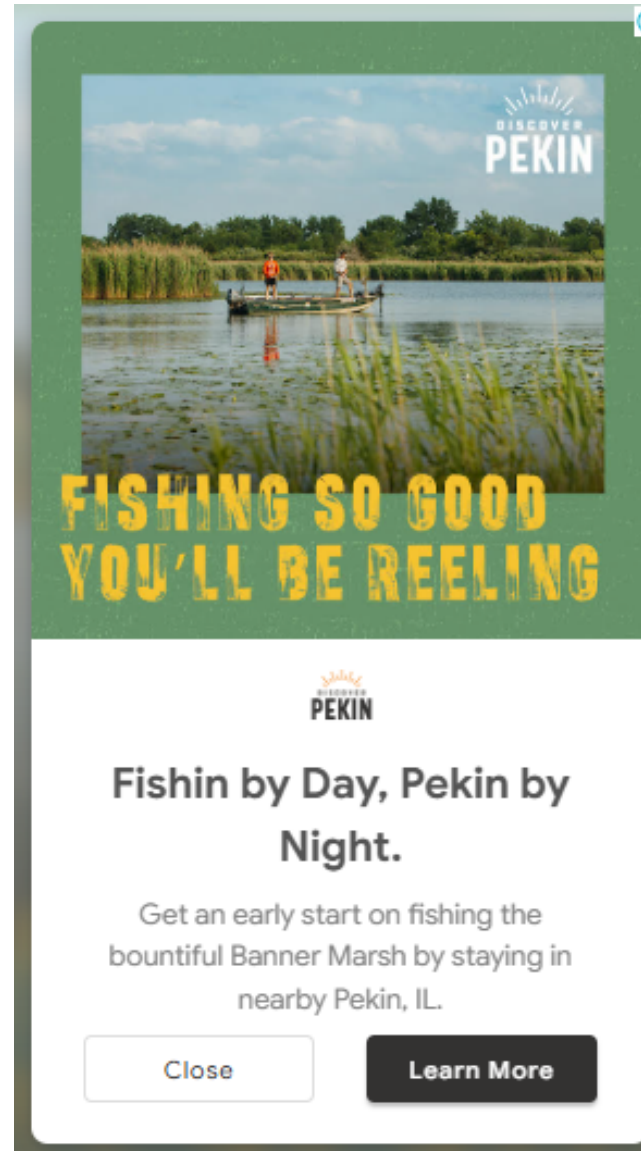
MARIGOLD FESTIVAL, SEPTEMBER 3 - 7

DISCOVER PEKIN


The Marigold Capitol Calls.

The famous Marigold Festival is coming soon. Join us in Pekin, IL, Sept. 3-7.

[Close](#) [Learn More](#)



DISCOVER PEKIN



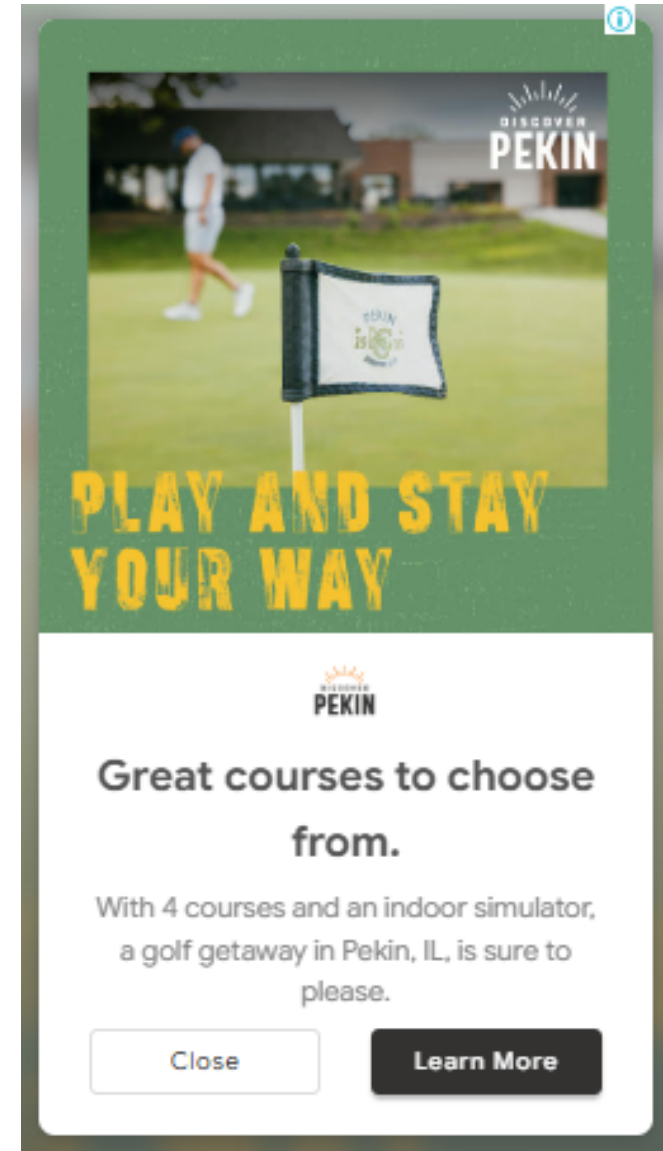
FISHING SO GOOD YOU'LL BE REELING

DISCOVER PEKIN


Fishin by Day, Pekin by Night.

Get an early start on fishing the bountiful Banner Marsh by staying in nearby Pekin, IL.

[Close](#) [Learn More](#)



DISCOVER PEKIN



PLAY AND STAY YOUR WAY

DISCOVER PEKIN

Great courses to choose from.

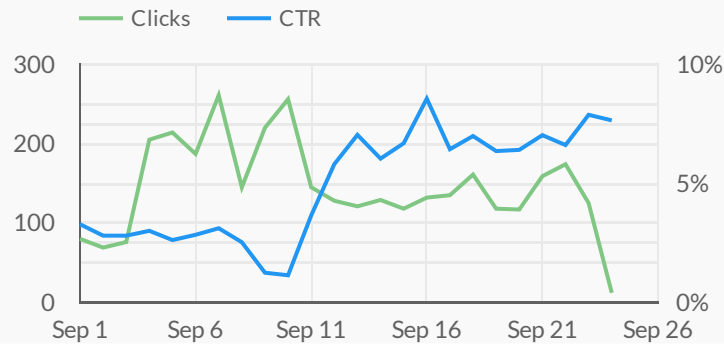
With 4 courses and an indoor simulator, a golf getaway in Pekin, IL, is sure to please.

[Close](#) [Learn More](#)

Google Performance

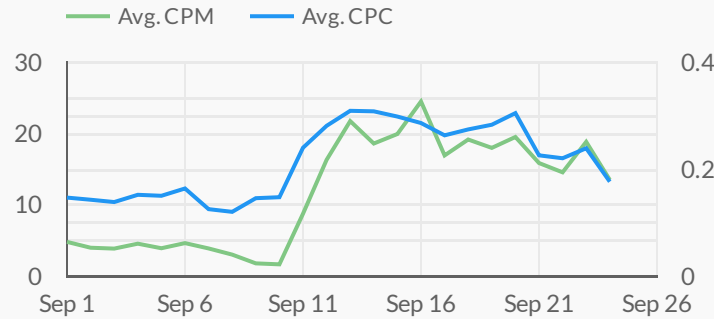
Click Through Rate & Impressions by Clicks, CTR, and Impressions

Clicks **3,487** CTR **3.12%** Impressions **111,600**



Cost Per Click by Amount Spent, CPC (All), and CPC (Link)

Cost **\$722.84** Avg. CPC **\$0.21** Avg. CPM **\$6.48**



Quick Definitions

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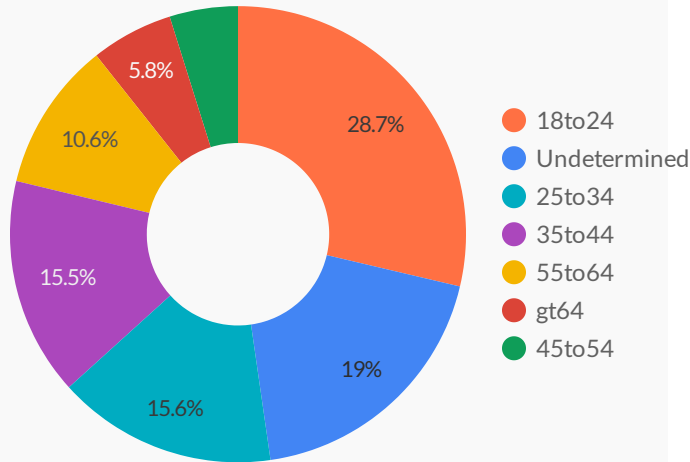
Social Engagement

Campaign	Clicks	Impressions	CTR	Cost
Golf - Display 2025	1,899	61,031	3.11%	\$372.79
Fishing - Display 2025	1,135	39,018	2.91%	\$275.81
Marigold Festival - Display 2025	453	11,551	3.92%	\$74.24
Grand total	3,487	111,600	3.12%	\$722.84

Google Demographics

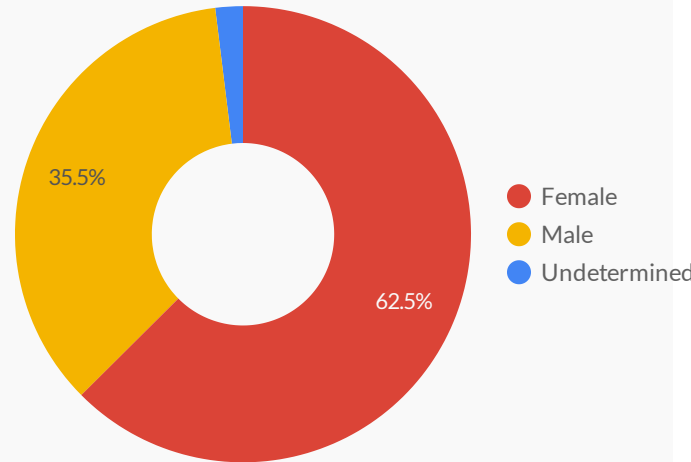
Age Breakdown

by Clicks



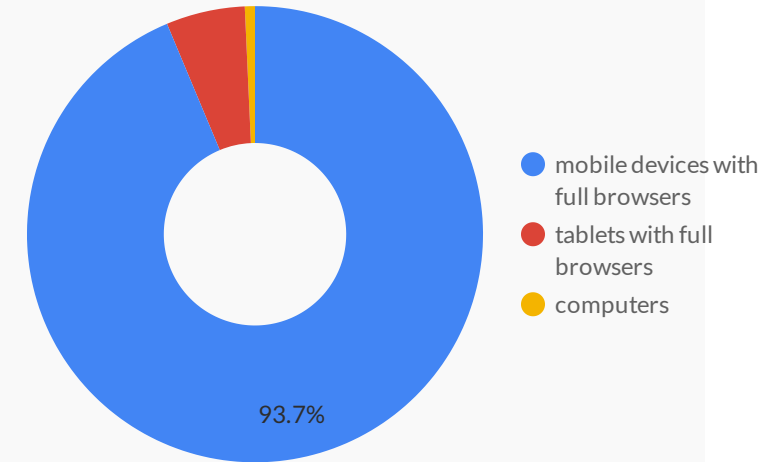
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

	City	Clicks	Impressions
1.	Chicago	804	23,927
2.	Nashville	404	11,388
3.	Indianapolis	143	4,433
4.	Kansas City	101	2,991
5.	St. Louis	100	2,642
6.	Louisville	98	3,011
7.	Clarksville	78	1,323
8.	Portland	43	43
9.	Center Township	43	1,188
10.	Owensboro	41	413

Recommendations/Observations:

In September we ran the golfing and Banner Marsh Display. The Marigold Fest also ran for the first 7 days of the month. Overall there were 3,487 clicks and 111,600 impressions. This gave a CTR of 3.12% which is pretty high for display! The CPC was also very low at 21 cents! The Golf had had the most clicks with 1,899.

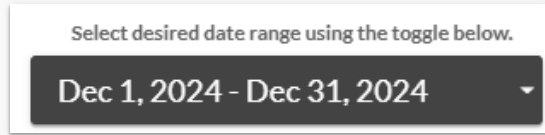
The top Geographic area for clicks was Chicago and the top age for people who clicked on the ad were between the ages of 18 and 24. This month, 62.5% of the clicks came from females which is consistent with last month.

Industry Benchmarks

	Facebook & Instagram	Google Display
CTR (All Industries)	0.90%	0.46%
CTR (Tourism)	0.90%	0.47%
Avg. CPC (All Industries)	\$1.72	\$0.63
Avg. CPC (Tourism)	\$0.63	\$0.44

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.



PEKIN

QUARTERLY REVIEW

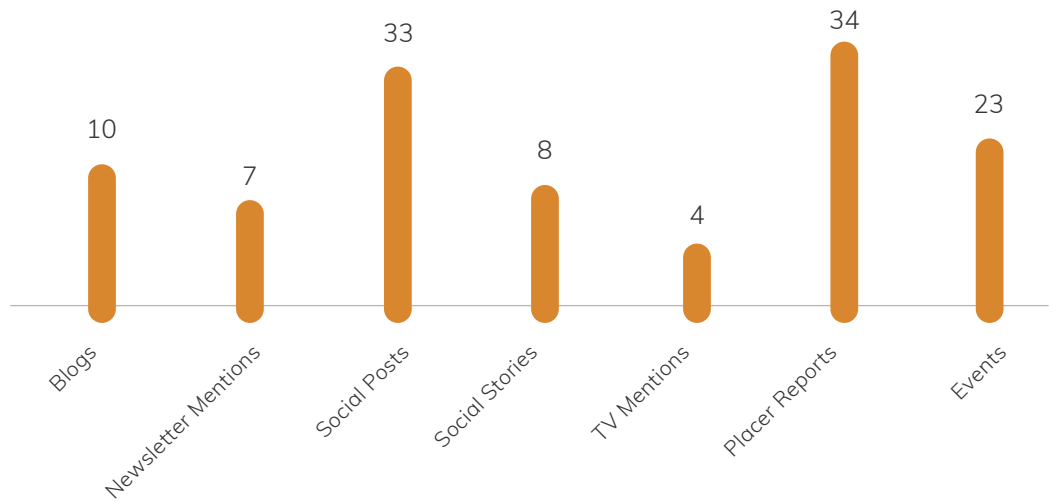
JULY-SEPTEMBER 2025



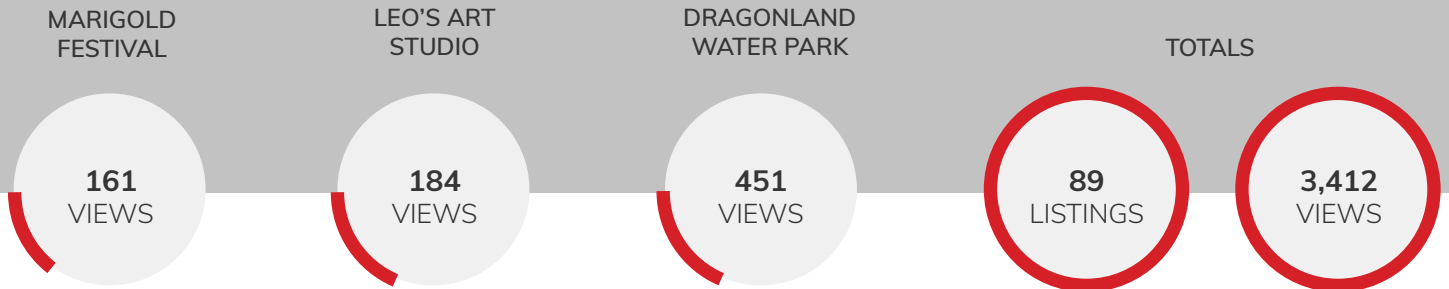
QUARTERLY OVERVIEW

(JULY-SEPTEMBER 2025)

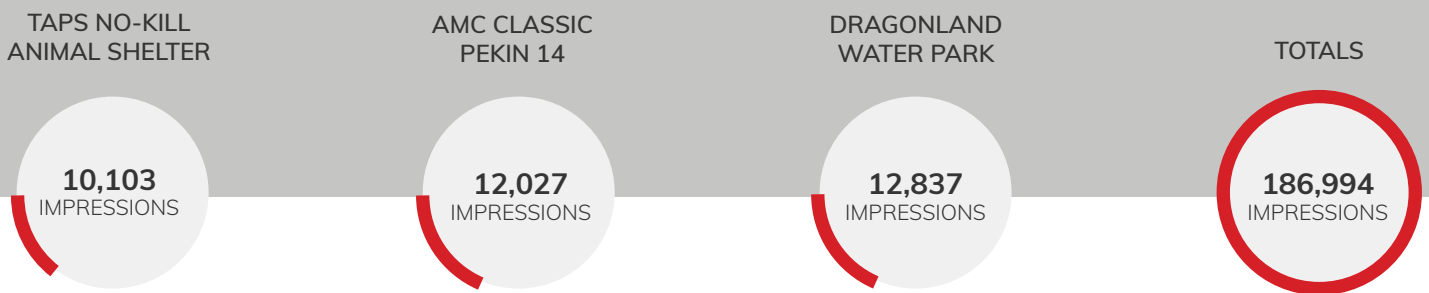
MEDIA CONTENT



BUSINESS LISTINGS



GOOGLE IMPRESSIONS



PEKIN BLOGS



SOCIAL ENGAGEMENT



Content		NOTES
Website	322,623	Total Website Page Views
Blogs	10	Blogs in which Entities + Events where featured
Newsletter Mentions	7	Total Subscribers: 16K
Social Posts	33	Total Following: 27,996
Social Stories	8	Posted to Facebook + Instagram
Videos	9	Reels + Videos on Youtube
TV + Radio	4	WEEK 25 News + Cumulus Radio
Placer Reports	34	
Events	23	Listed on PACVB Calendar of Events

Discover Peoria's Top Pages FEATURING Pekin	Page Views
/events/	28,470
/	20,370
/things-to-do/	8,914
/plan/visitor-guide-request/	5,082

Discover Peoria's Performance on Google Search Results	Impressions
/	381,470
/events/	367,329
/things-to-do/	271,562
/restaurants/	228,558

Pekin's TOP VIEWED Pages/events on Discover Peoria Website	Page Views
/event/marigold-festival-2025	593
/event/sports-card-n-collectors-show	417
/plan/communities/pekin/	327
/event/pekin-spring-carnival-2025	199
/event/pekin-farmers-market	96

Pekin Listings / Highest Impressions on Google	Impressions
Dragonland Water Park	12,837
AMC Classic Pekin 14	12,027
TAPS No-Kill Animal Shelter	10,103

Newsletter Mentions	
July 1: Celebrate the 4th of July	August 15: Your doorway to Peoria's Orange Era
July 16: Greater Peoria's Corniest Festival is Back	August 29: Celebrate Fall in the Marigold Capitol of the World
July 30: Peoria Area Post	September 15: 5 reasons to visit peoria this fall
August 1: Your shot at winning big	

Articles/Blogs (published in the quarter) Featuring Pekin	Views
Water Adventures *	260
Disc Golf/Ledgestone *	42
Fun + Unique Daytime Dates	518
Pekin Marigold Festival *	830
Friday Night Lights	95
College bucket list	96
Fall is the best in Peoria *	419
History Buffs	259
Foodies guide to fall	161
July - Sept // 9 blogs	2,680
April - June // 9 blogs	8,483

Website Business Listings	# of Listings	Views	Clicks	Impressions on Google
July - Sept	89	3412	727	186,994
april - june	93	5014	891	197,269

Hotels + Accomodations	Leads Sent	Room Nights Requested
Hampton Inn & Suites Pekin	4	17,269
Holiday Inn Express and Suites	4	17,269
Super 8 Motel - Pekin	4	17,269

Social Engagement	Impressions	Following
Facebook	3,283,118	12,025
Instagram	576,390	10,055
LinkedIn	4,243	1,800
X	1,134	5,561
TikTok	47,401	3,053
July - Sept 2025	3,912,286	32,494
April - June	1,290,941	29,742

Business Listing	Views	Clicks	Impressions / google
8th Street Sweet Spot	25	3	3,107
AMC Classic Pekin 14	27	4	12,027
Anaprana Healing Studio	12	0	104
Artistic Community Theatre	35	1	329
Artistic Flowers	12	0	462
Avanti's Event Center	117	40	7,225
BC BBQ	16	0	2,258
Bear's Bites	18	3	385
Blazin' A Horseback Riding and Boarding	135	61	4,359
Boating on the Lagoon	92	20	2,727
Christmas on Court	11	2	35
City of Pekin	59	3	2,147
Classical Dance Academy	32	3	1,349
Classy Girl Boutique	20	1	476
Coffee Connection	27	2	1,462
Corner Curio	16	2	177
Curvy Chic Boutique	20	3	1,879
Dirksen Park	31	3	970
Double D's Ice Creme	27	4	4,976
Dragonland Water Park	451	134	12,837
East Court Village	9	0	199
Ernies Family Restaurant	10	0	1,844
Ewe's Treasures Resale Shop	36	2	1,530
Flores Music	24	1	1,915
GIVSCO	1	0	24
Good Tequilas Mexican Grill- Pekin	15	1	147
Hacienda Cantina and Grill	16	0	2,455
Hampton Inn & Suites Pekin	27	0	1,546

Heritage Farmers Market	20	4	2,154
Hole in the Wall	17	1	1,183
Holiday Inn Express and Suites - Pekin	34	10	581
Jimbos Jumbo	20	3	2,878
Just Jude's Creations	41	13	692
Kountry Nook	20	3	528
Kouri's Pub Pekin	8	0	5
La Fiesta of Pekin	12	1	3,013
La Gondola Spaghetti House	6	0	94
Leaves 'n Beans Coffe // Pekin	16	0	2,510
Leo's Art Studio	184	54	1,365
Lick Creek Golf Course	35	6	2,694
Little Ade's Bicycles	18	1	576
Maddie Mae's	17	1	1,106
Magic Dragon Mini-Golf	29	2	1,316
Maquet's Rail House	22	5	4,559
Marigold Festival	161	37	1
McNaughton Park	45	4	3,042
Mike's Cobbler Corner	28	4	4,713
Mineral Springs Park	155	28	4,449
Paco's Tacos	2	0	0
Parkside Athletics	4	0	200
Parkview Golf Course	23	2	3,560
Pavillion on the Lagoon at Mineral Springs Park	16	0	721
Peek In Pottery	139	51	1,163
Pekin Archers	15	0	616
Pekin Area Chamber of Commerce	11	0	1,401
Pekin Bass & Bow	44	17	1,805
Pekin Country Club	26	3	1,168
Pekin Gun & Sporting Goods	38	8	5,289
Pekin Lake State Fish and Wildlife Area	43	6	1,722

Pekin Marine Corps League	43	15	1,288
Pekin Municipal Airport	10	1	664
Pekin Paintball Park	32	9	1,707
Pekin Park District	43	3	6,169
Pekin Park Trail	22	2	1,256
Pekin Riverfront and Miller Parks	42	4	2,552
Pekin Shoe Repair	26	4	2,312
Powerton Lake State Fish and Wildlife Area	45	0	2,584
R.P. Home and Harvest	2	0	163
Rhythm & Brews	12	0	822
Second Chance Treasures	3	0	210
Sonic Drive-In Pekin	3	0	3,064
Sunset Hills Eatery	3	0	492
Sunset Hills Golf Course	22	1	1,972
Sunset Lanes	71	25	4,356
Super 8 Motel - Pekin	19	1	3,326
Tadoughs	65	14	4,635
TAiLS of a Bookworm	67	17	2,480
TAPS No-Kill Animal Shelter	61	19	10,103
Tazewell County Board	8	0	782
The Bunker	52	19	1,731
The HOPE Chest	10	1	429
Titan Fitness - Pekin	10	0	2,282
Touch of Glass	78	23	1,392
Udry Jewelry	22	7	1,742
Vanilla Bug Spray	20	2	1
Veterans Memorial Arena	13	0	1,223
Villas of Holly Brook	7	0	362
Whiskey Taco	12	1	2,124
Yesterday's Bar & Grill	19	2	716
Totals	3412	727	186,994

Title	Start Date	Frequency	Address	Host Organization Name
Marigold Festival 2025	2025-09-03	One Time Event	402 Court St	Pekin Area Chamber of Commerce
Downtown Concert Series: Revel In Red	2025-08-23	One Time Event	342 Court St	
Renewal by Andersen Junior Open hosted by D.A. Points	2025-07-08	One Time Event	310 Country Club Dr	American Junior Golf Association
Sports Card n' Collectors Show	2025-07-12	One Time Event	3401 Griffin Ave.	
BURNING RED: An Unofficial Tribute to Taylor Swift	2025-07-26	One Time Event	3401 Griffin Ave.	
Pekin Farmers Market x 8	2025-06-05	Ongoing Event	551 S. 14th Street	
Honor America Celebration	2025-07-04	One Time Event	320 Stadium Rd	Discover Pekin
Murder-Mystery Dinner: No More "Happy Days" at the Neighborhood B	2025-07-19	One Time Event	3401 Griffin Ave.	Die Laughing Entertainment
Miles of Madness	2025-09-27	One Time Event	300 Koch Street	Tazewell Animal Protective Society
Murder-Mystery Dinner: License to Grill... n' Kill	2025-08-23	One Time Event	3401 Griffin Ave.	Die Laughing Entertainment
Daddy and Daughter Dance	2025-09-11	One Time Event	3401 Griffin Ave.	Avanti's Event Center
Mother-Son Dance... Back to the 90s!	2025-08-22	One Time Event	3401 Griffin Ave.	
Sports Card n' Collectors Show	2025-09-20	One Time Event	3401 Griffin Ave.	
Recess Rejects! Adult Co-Ed Kickball Tournament!	2025-09-21	One Time Event	3401 Griffin Ave.	
Mother and Son Dance	2025-09-18	One Time Event	3401 Griffin Ave.	Avanti's Event Center
Gone With the Wine: A Murder-Mystery Dinner	2025-09-27	One Time Event	3401 Griffin Ave.	Die Laughing Entertainment

Lead ID	Meeting Name	Account	Hotel Response Due	Hotel Responded Date	Dates	Requested RN's	Status
Hampton Inn & Suites							
C8796	2027 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025		Feb 22-27, 2027	4321	Tentative
C8797	2028 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025		Feb 21-26, 2028	4316	Tentative
C8798	2029 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025		Feb 19-24, 2029	4316	Tentative
C8799	2030 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025		Feb 18-23, 2030	4316	Tentative
Total Number of Leads = 4 Total Requested Room Nights = 17,269							
Holiday Inn Express and Suites							
C8796	2027 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025	08/13/2025	Feb 22-27, 2027	4321	Tentative
C8797	2028 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025	08/13/2025	Feb 21-26, 2028	4316	Tentative
C8798	2029 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025	08/13/2025	Feb 19-24, 2029	4316	Tentative
C8799	2030 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025	08/13/2025	Feb 18-23, 2030	4316	Tentative
Total Number of Leads = 4 Total Requested Room Nights = 17,269							
Super 8 Motel							
C8796	2027 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025		Feb 22-27, 2027	4321	Tentative
C8797	2028 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025		Feb 21-26, 2028	4316	Tentative
C8798	2029 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025		Feb 19-24, 2029	4316	Tentative
C8799	2030 Synchronized Skating Championships Synchronized Skating	US Figure Skating Association	10/01/2025		Feb 18-23, 2030	4316	Tentative
Total Number of Leads = 4 Total Requested Room Nights = 17,269							



REQUEST FOR COUNCIL ACTION

Agenda Date: November 3, 2025
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: City Welcome Signs

DESCRIPTION: McDaniels prepared the attached options for the City welcome signs to replace the four current signs and add a fifth sign on East Broadway Street. City Council was split on whether to move forward. Councilmember Nutter suggested preparing the bid specifications for Council to review before deciding on a design.

This project has also brought forward some feelings about reconsidering the entire brand, so rebranding efforts will not move forward for the time being.













**City of Pekin
Tourism Committee
2026 Regular Meeting Schedule**

Regular meetings will be held at 5:00 PM
in the Council Chambers at City Hall,
111 S. Capitol St. Pekin, IL 61554

Monday, January 5, 2026

Monday, February 2, 2026

Monday, March 2, 2026

Monday, April 6, 2026

Monday, May 4, 2026

Monday, June 1, 2026

Monday, July 6, 2026

Monday, August 3, 2026

Tuesday, September 8, 2026

Monday, October 5, 2026

Monday, November 2, 2026

Monday, December 7, 2026