



REGULAR TOURISM COMMITTEE MEETING
MONDAY, FEBRUARY 16, 2026
5:00 PM

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on December 1, 2025

4. Public Input

5. Reports

5.1. Discover Pekin Quarterly Reports

6. Presentations

6.1. Presentation of Requests for Event Sponsorship Funding

7. New Business

7.1. FY27 Budget Recommendation

7.2. Discussion on 2026 City Events

7.3. Discussion on Blog / Social Media / Video Ideas

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, DECEMBER 1, 2025 AT 5:00 PM**

Call to Order

Chairperson Matthews called the Tourism Committee Meeting to order at 5:00 p.m. in the Pekin City Hall Council Chambers.

A quorum was established. Members present: Emily Lambe; Amy McCoy; JoElle Master; Mel Matthews; Shawn Powers

Approve Agenda

Shawn Powers moved to approve the agenda, seconded by JoElle Master. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on November 3, 2025

Emily Lambe moved to approve the minutes from the Tourism Committee Meeting on Monday, November 3, 2025, as presented, seconded by Shawn Powers. Motion approved by voice vote.

Public Input

Brian Wonders from the Avanti's Event Center updated the Committee on the events planned for the next six months, including concerts, softball tournaments, sports card and murder mystery shows.

Reports

5.1. Tourism Fund FY2026 Q2 Financial Report

Josh Wray updated the committee on the financial report, noting revenue was on pace as anticipated.

Unfinished Business

6.1. Christmas on Court

Amy McCoy updated the Committee on Christmas on Court, noting it will be a

Nutcracker theme this year. Maps with 28 attractions will be printed and distributed; a hot chocolate contest is planned; Nutcrackers will be attached to the lightpoles; the Courthouse will host a gingerbread contest; and there will be mini moo cows.

6.2. City Brand Update

A new logo was included in the meeting packet. McDaniels Marketing is updating the brand and will present the specifications to the City Council; the new 'welcome signs' will then be put out for bid.

New Business

None

Any Other Business to Come Before the Committee

No January meeting is planned at this time.

Adjourn

Shawn Powers moved to adjourn the meeting at 5:28 p.m., seconded by Emily Lambe. Motion approved by voice vote.



December 2025 PPC Report



Facebook/Instagram Ad Creative

Discover Pekin Sponsored ·

It's the most wonderful time of the year – enjoy one-of-a-kind shops, delicious dining, and festive attractions in Pekin, IL!

discoverpekin.com
Holiday Fun in Pekin, Illinois! [Learn more](#)

Randy McDaniel... 3 comments 9 shares

Like Comment Share

Discover Pekin Sponsored ·

Celebrate the magic of the holiday season in Downtown Pekin, IL – don't miss Christmas on Court from 4-8 p.m. Friday, Dec. 5!

discoverpekin.com
Christmas on Court 2025! [Learn more](#)

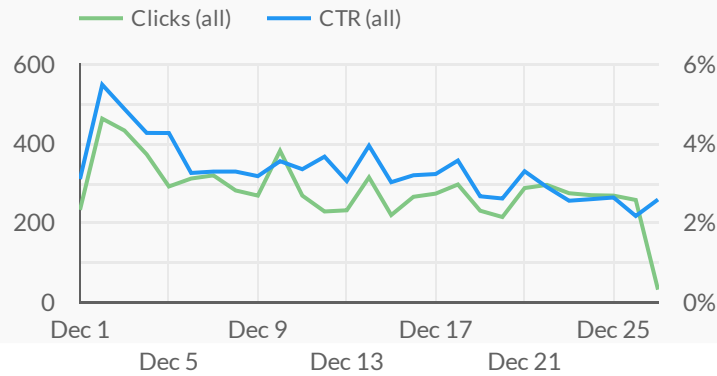
Sherry Wallace... 3 comments 47 shares

Like Comment Share

Facebook & Instagram Performance

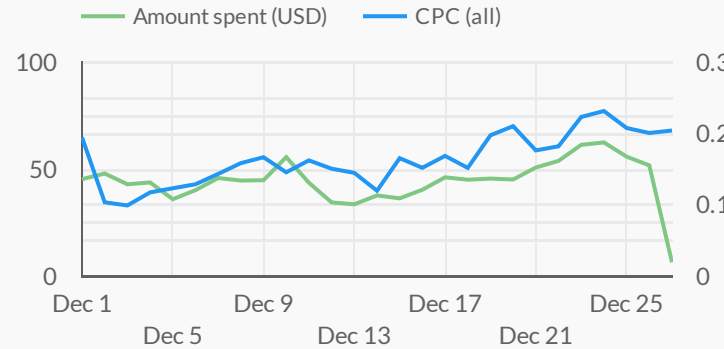
Click Through Rate & Impressions by Clicks, CTR, and Impressions

Link clicks 3,328 ↑ 0.2%	CTR (all) 3.31% ↑ 34.0%	Impressions 229,768 ↓ -5.1%
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Cost Per Click by Amount Spent, CPC (All), and CPC (Link)

Amount spent \$1,199.68 ↑ 18.6%	CPC (All) \$0.16 ↓ -6.7%	CPM \$5.22 ↑ 25.0%
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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

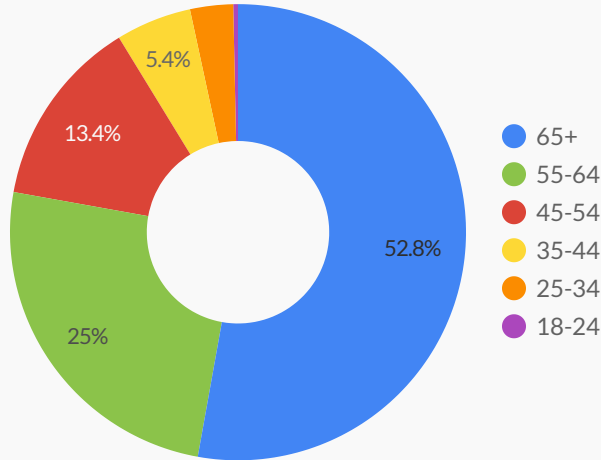
Social Engagement

Ad set name	Link clicks	Impressions	Post reactions	Post shares	Post comments	Amount spent (...)
Eat. Enjoy. Shop. Pekin	2,629	186,052	172	23	6	\$1,003.27
Post: "Celebrate the magic a...	391	28,291	31	5	3	\$117.6
Christmas on Court	308	15,425	42	18	2	\$78.81
Grand total	3,328	229,768	245	46	11	\$1,199.68

Facebook & Instagram Demographics

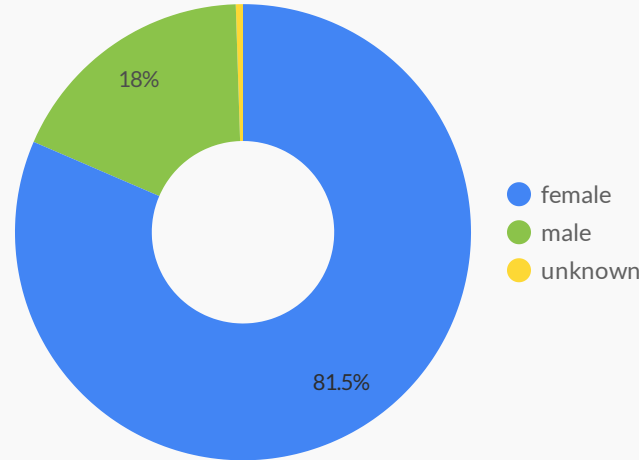
Age Breakdown

by Clicks



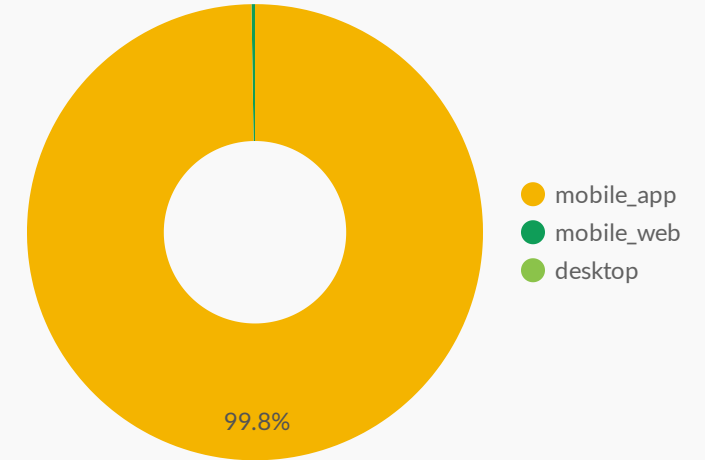
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks


	DMA	Clicks (all) ▾	Impressions
1.	Peoria-Bloomington	5,897	127,913
2.	Champaign&Sprngfld-Decatur	427	25,722
3.	Davenport-R.Island-Moline	271	20,984
4.	Chicago	129	15,000
5.	Quincy-Hannibal-Keokuk	91	7,860
6.	St. Louis	34	2,304
7.	Rockford	10	1,120
8.	Tampa-St. Pete (Sarasota)	6	37
9.	Ft. Myers-Naples	4	16
10.	Savannah	3	3

Recommendations/Observations:


In December, we continued running the Christmas feed ads on Meta. The Holiday Shopping boosted post that launched on Black Friday also continued into December until the 11th. The Christmas on Court ad ended December 5th, and the Eat.Enjoy.Shop.Pekin ad ended on the 27th.

Overall there were 3,328 link clicks and 229,768 impressions. This increased the CTR to 3.31%, which outperforms industry benchmarks! The CPC remained low at \$0.16 and was very cost effective. The Eat.Enjoy.Shop.Pekin ad received the most engagement, with 172 reactions and 23 shares!

For geographical reach, most clicks came from the Peoria-Bloomington area followed by the Champaign & Springfield-Decatur area. 52.8% of the audience was 65+ and 81.5% were female.



SHOP LOCAL THIS
Holiday Season


PEKIN

Find the Perfect Gift

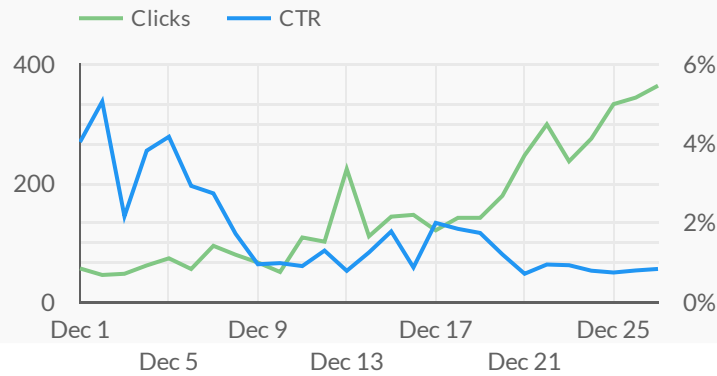
Celebrate the holiday season and support local businesses — shop in Pekin, Illinois.

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

Google Performance

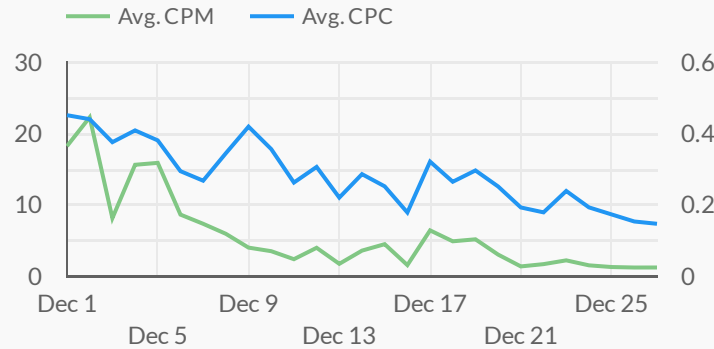
Click Through Rate & Impressions by Clicks, CTR, and Impressions

Clicks 4,156 ↑ 49.8%	CTR 1.03% ↓ -85.2%	Impressions 403,992 ↑ 911.1%
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Cost Per Click by Amount Spent, CPC (All), and CPC (Link)

Cost \$976.38 ↑ 25.8%	Avg. CPC \$0.23 ↓ -16.0%	Avg. CPM \$2.42 ↓ -87.6%
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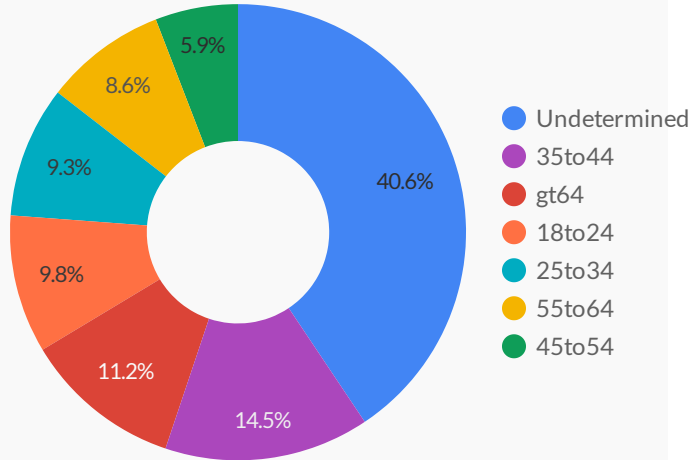
Social Engagement

Campaign	Clicks ▾	Impressions	CTR	Cost
Eat. Enjoy. Shop. Pekin - Display 2025	4,156	403,992	1.03%	\$976.38
Grand total	4,156	403,992	1.03%	\$976.38

Google Demographics

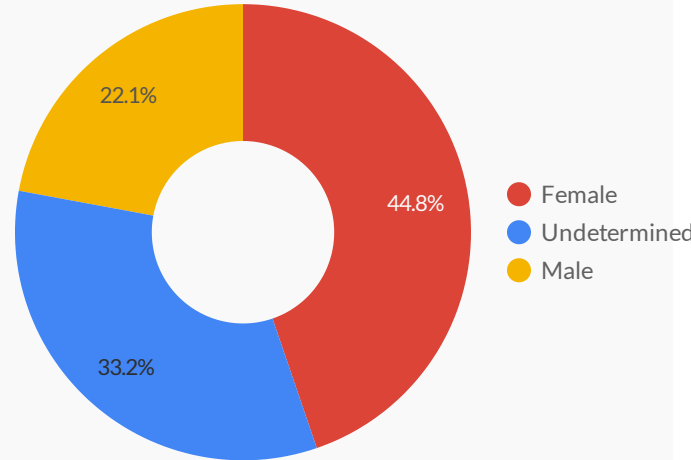
Age Breakdown

by Clicks



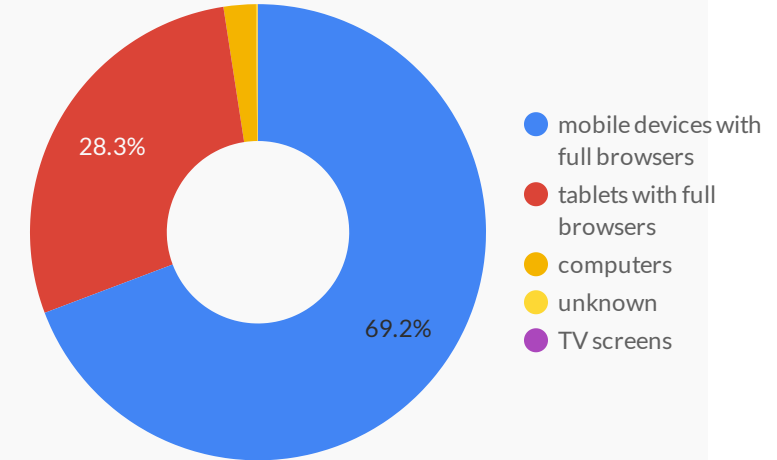
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

Rank	City	Clicks	Impressions
1.	Capital Township	374	29,648
2.	Peoria	237	21,654
3.	Champaign	197	17,776
4.	Bloomington	95	11,085
5.	Davenport	91	12,128
6.	Clinton	86	5,576
7.	West Peoria	83	4,875
8.	Hudson Township	78	8,643
9.	Moline	78	9,129
10.	Plainfield	78	11,050

Recommendations/Observations:

In December, we continued running the Eat.Enjoy.Shop.Pekin Display ad for most of the month. Like Meta, this ad ended on the 27th.

Overall, there was an increase in clicks and impressions, with 4,156 clicks and 403,992 impressions. This resulted in a CTR of 1.03%. This is lower than last month due to the significant increase in impressions. The fishing ad that ran last month targeted a very specific audience, while this holiday ad targets a much broader group, resulting in a larger audience. The CPC was even lower than last month at \$0.23!

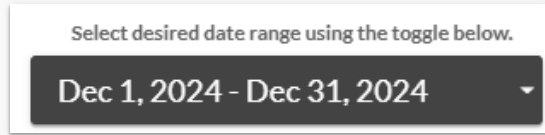
The top geographic area for clicks was the Springfield DMA, and the top age group of user who clicked on the ad was 35-44. This month, 44.8% of clicks came from females.

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.

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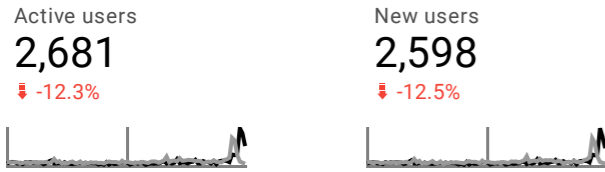
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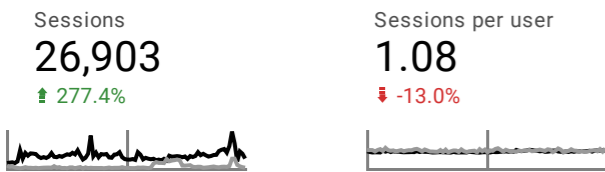
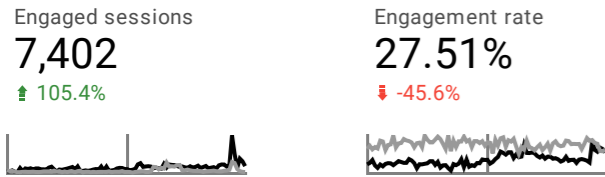
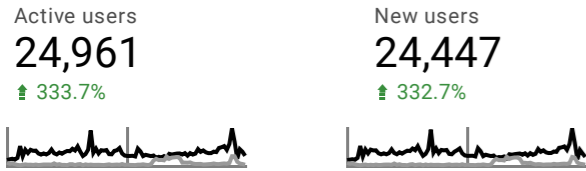
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Web Overview

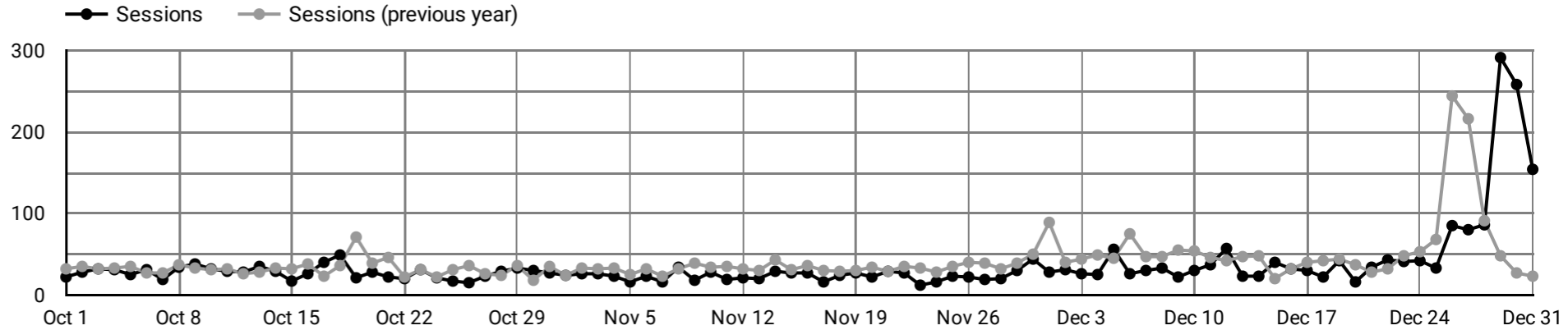
Organic Traffic



Total Traffic



Organic Sessions Trending



Top Organic Landing Pages

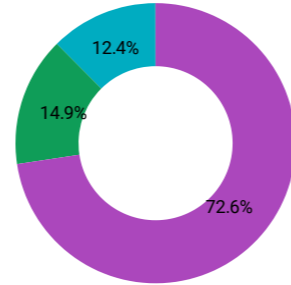
Page path	Views	% Δ	Active users	% Δ
/event/pekin-holiday-tournament/	1,482	74.6% ↑	1,011	70.2% ↑
/events/	403	117.8% ↑	296	138.7% ↑
/	214	-23.0% ↓	100	-32.0% ↓
/things-to-do/	186	-45.1% ↓	144	-44.6% ↓
/event/pekin-winter-wonderland-festival/	114	-43.8% ↓	90	-41.2% ↓
/event/downtown-pekin-trick-or-treat-2/	103	-	78	-
/things-to-do/shops/	83	-25.9% ↓	69	-26.6% ↓
/about/our-history/	76	-47.2% ↓	61	-46.5% ↓

Visitor Locations

City	Region	New users
1. Chicago	Illinois	3,891
2. Indianapolis	Indiana	1,408
3. Pekin	Illinois	1,055
4. East Peoria	Illinois	741
5. Peoria	Illinois	674
6. (not set)	Illinois	573
7. Springfield	Illinois	453

1 - 100 / 2248

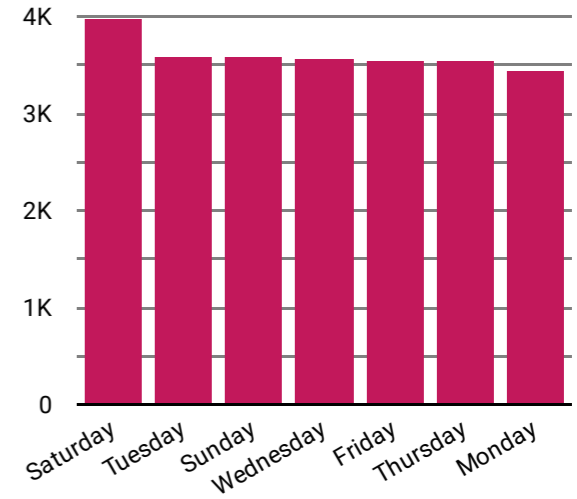
What device are people using?



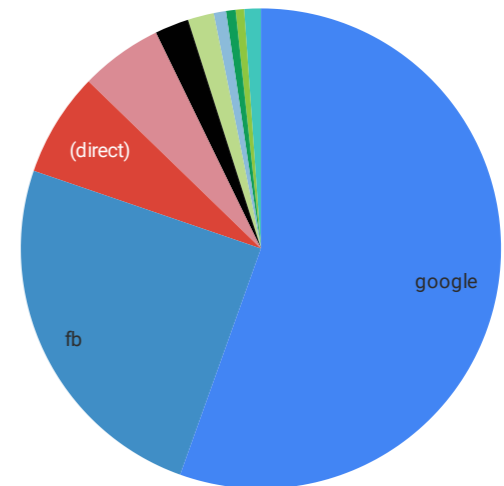
Device category	Active users	Views
1. mobile	19,975	26,237
2. desktop	5,322	4,923
3. tablet	1,909	2,757

1 - 4 / 4

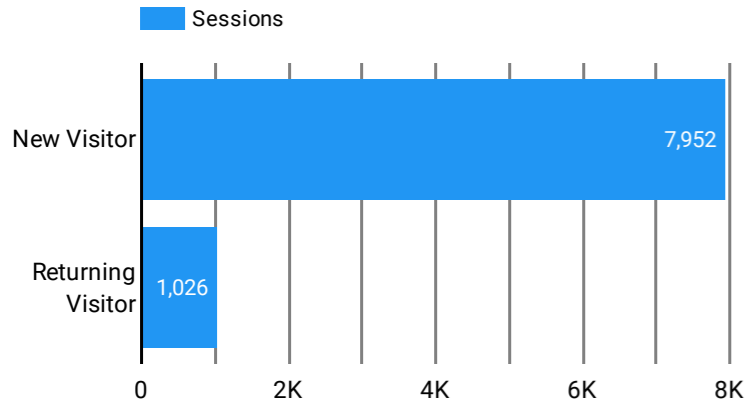
Popular Days



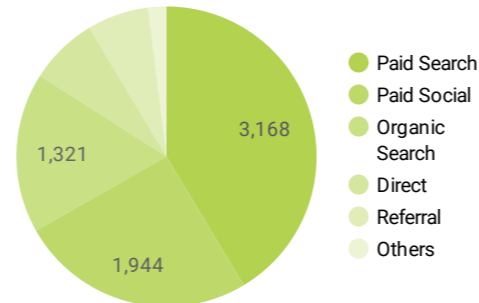
Source Medium



New vs Returning Visitors



How people found your site:



Organic Keywords
6,311
 ↓ -24.8%

Site CTR
0.9%
 ↑ 12.0%

Impressions
325.8K
 ↓ -22.5%

Average Position
8.8
 ↓ -28.8%

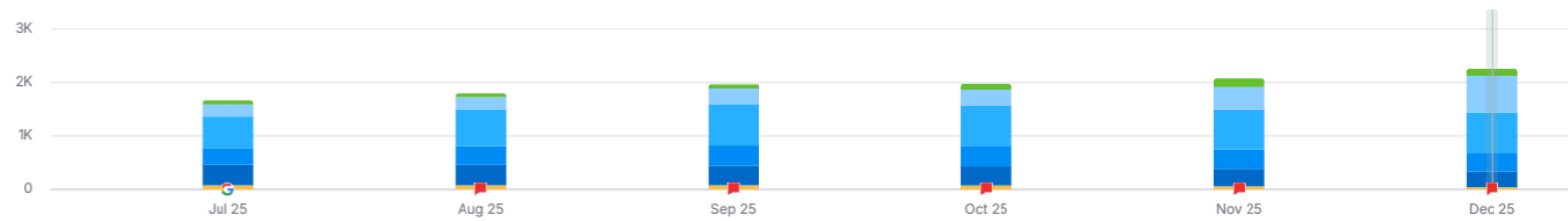
Clicks
2.9K
 ↓ -13.2%

Keywords by Intent

Intent	Keywords	Traffic
Informational	43.4%	1.3K
Navigational	21.2%	653
Commercial	14.3%	441
Transactional	21.1%	652

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.	pekin holiday tournament	338	4,203	8.04%	3.05
2.	pekin holiday tournament 2025	205	2,723	7.53%	3.97
3.	pekin holiday tournament 2025 s...	110	1,292	8.51%	3.85
4.	pekin insurance holiday tournam...	76	1,168	6.51%	3.65
5.	pekin holiday tournament 2025 b...	34	378	8.99%	7.19
6.	friends in harmony pekin il	28	128	21.88%	3.14
7.	lick creek game preserve	22	114	19.3%	2.42
8.	christmas on court pekin il	21	126	16.67%	2.01
9.	things to do in pekin il	18	309	5.83%	2.88
10.	pekin basketball tournament	17	261	6.51%	4.59
11.	ross pekin il	16	4,351	0.37%	8.39
12.	pekin holiday tournament 2025 s...	15	495	3.03%	3.55

1 - 20 / 7075 < >

Quarter 4 Completions:

1. Added events to site
2. Uploaded new podcast episodes onto site
3. Refreshed homepage photos
4. Updated event feed
5. Flushed cache
6. Updated images
7. Presented SEO report to board
8. Keyword research

Quarter 1 Objectives:

1. Keyword/ topic research
2. Continue uploading podcast to the site
3. Make blog suggestions
4. 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

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REQUEST FOR COUNCIL ACTION

Agenda Date: February 16, 2026
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Presentation of Requests for Event Sponsorship Funding

DESCRIPTION: The Pekin City Code provides that the Tourism Committee shall recommend funding, subject to City Council approval, for City sponsorships of community events that are particularly financially, socially, or culturally impactful to the community. The guidelines for recommending sponsorships shall be as follows:

- a. All potential entities with events to be sponsored in a fiscal year shall make request for sponsorship in writing to the Committee no later than February 1 prior to the fiscal year the event will fall into. A request for sponsorship shall make note of any attendance restrictions and reasoning if the event will not be open to the entire public. The Committee may ask that such entities present the proposed community event at a Committee meeting.
- b. If an event will include any form of sponsor recognition via literature, banners, advertising, etc., recognition of the City's sponsorship must be included.
- c. The entity organizing the event shall keep detailed records of all revenues and expenses related to the event for at least one year following the event, and the City may inspect such records at any time. A summary profit-loss statement shall be due to the Committee no later than 30 days after the event.
- d. The entity organizing the event shall make reasonable effort to track attendance at the event, if possible. An attendance report shall be submitted to the Committee no later than 30 days after the event, if available.
- e. The Committee shall recommend events and sponsorships levels to the City Council as part of the Tourism Fund budget.

This meeting is for the presentation of sponsorship requests from the various entities seeking funding and for the Committee to ask questions. This agenda also includes a budget recommendation, which will contemplate an overall funding amount for sponsorships, but staff is not yet seeking a recommendation to actually fund specific events yet. That recommendation will be more appropriate after City Council approves the new FY27 budget in April.

Requested Funding (prior year award):

AJGA Junior Golf Open - \$2,250 (\$2,250)
Ledgestone Disc Golf Open - \$5,000 (\$1,500)
Ledgestone Disc Golf World Masters - \$5,000 (n/a)
SuperCruise - \$3,500 (\$2,500)
Farmers Market \$5,000 (\$5,000)
Pekin Pride Soccer Tournament - \$10,000 (\$5,000)
Marigold Festival - \$10,000 (\$15,000)
4th of July - \$15,000 (\$10,000)

Pekin Main Street Events - \$8,500 (\$8,500)
Twisted Cat Fishing Tournament - \$7,500 (\$5,000)
Total - \$71,750 (\$54,750)

Winter Wonderland - ? (-)
Pekin Insurance Holiday Tournament - ? (\$5,000)
Cruise-in on the River - ? (\$1,055 grant)

2026-2027 TOURISM SPONSORSHIP REQUESTS

SUPER CRUISE

I am responding to your request by the tourism Committee. Pekin Downtown Super Cruise. I am asking for a \$3500 sponsorship.

1. Economic Impact.

I don't have a real number of people that come to this event from out of town. Estimated 5000 or more people attend on a nice, day with good weather. Most are from Pekin, Peoria, East Peoria, Morton, Canton area. There have been people from Iowa, Indiana and the Chicago area in attendance before. Some have stayed the night in hotels in Pekin. Most dine, purchase fuel, auto supplies or utilize goods and services in Pekin while they are here.

2. Economic Benefit.

Hotels have been utilized for people that attend the cruise in. The restaurants always do very well everywhere in town from this event. The Rail House, for example, has its BEST sales day on the cruise in date usually, according to Dustin Maquet, the owner. He has told me this in person. Many other downtown businesses make sales from food, drinks, furniture, banking or a pair of boots, This event is very good for downtown Pekin. Period.

We are always in alignment with city goals. This has been proven over the last 21 years. A fact that can't be denied

3. Measurable Outcomes.

The city logo is always on all fliers, posters, announcements, radio, signage, social media. They city of Pekin is ALWAYS shown or announced to be a supporter of this event. Media is usually started with an event page on Facebook in January. The posters with the city logo come out sometime in June. This is always promoted to be a free, family event with the city of Pekin as a sponsor.

4. Financial Consideration.

There are some other sponsors of this event (that I acquired on my own, boots on the ground, or voluntarily by them wanting to support this event.) Some donate time, materials, software development, artwork, etc. Some give a modest fee. When I approach the city for consideration for funds, I am NOT relying on tourism dollars solely for funding the entire operation. I ask for help with the larger expenses, porta pots, insurance, entertainment and other logistical expenses. These have increased almost every year I have been the organizer. The remainder is paid from the other sources. Keep in mind that most of the expenses require payment on or before the date of the event. Therefore, funds, a balance must be in the account from the

previous year to cover these. There is usually not a check cut by the city for the agreed-on sponsorship amount until a month or so after all the required paperwork has been submitted for the sponsorship check. This has been my experience over the past 10 years as the promoter, organizer.

5.Operational Feasibility.

I always start working on this event in early January. This is mostly to lock in food, other vendors on their calendar and to start promoting the event. Permits, insurance and other logistics are obtained in plenty of time and submitted as required. Past performance has shown this is one of the largest, most popular events in the city of Pekin with the Marigold festival topping overall. It brings families, friends, car enthusiasts to downtown Pekin, keeping downtown on the map. This has ALWAYS been my goal as a lifelong city resident. I was born, raised, schooled, employed, and will be buried here .I organize this event to give back to the community I have lived in.

6.Community Engagement.

There are many volunteers that help with this event from the community as a resident or business owners. I could not do this event without them. The city services, police, fire, street department, city hall, chamber of commerce that help with certain aspects of this event are very appreciated for the help they give to help and keep the event save for everyone. There are vendors, Taps Animal Shelter, an insurance agency, auto parts, etc. that supply information to the public for their goods and services within the city of Pekin. Shop Pekin first knowledge and promotion.

Thank you for consideration for a \$3500 sponsorship. Please call me at 309-202-3977 with any questions or concerns. Steve Bresnahan

CRUISE-IN ON THE RIVER

To the Tourism Committee of Pekin,

We are writing to formally submit a proposal for consideration to host a cruise-in/car show on May 16, 2026 from 11A.M-4 P.M at 100 Broadway St., Pekin, IL 61554.

The proposed event, "Cruise-In On The River", would be a community-focused car show featuring a diverse range of vehicles- including classics, customs, exotics, trucks, etc. The event is intended to attract automotive enthusiasts, families, and local residents, while promoting community engagement and supporting local businesses.

The car show would be professionally organized and managed, with attention to safety, logistics, and overall event quality. Event planning would include clearly defined vehicle staging, pedestrian flow, security measures, and coordination with local authorities as required. All necessary insurance coverage and operational documentation would be secured prior to the event.

Hosting this car show would provide meaningful benefits to the community, including increased foot traffic, economic activity for nearby businesses, and a positive, family-friendly atmosphere. At this time, and based on last year's turnout, it is estimated that approximately 2,000 people will be in attendance for this event. We are eager to not only meet this number, but to possibly exceed this number as well. In order to assist in doing so, we plan to promote this community-oriented event via radio coverage as well as social media (Facebook).

We respectfully submit this proposal for your review and would welcome the opportunity to provide additional materials, including an event layout, operational plan, and/or timeline. Thank you for your time and consideration, and we look forward to the possibility of working together to bring this event to life.

Sincerely,

Roger Brotherton. (309) 267-6021. Schim1986@gmail.com

Stephanie Schimmelpfennig. (309) 202-1395. Schim1986@gmail.com

PEKIN FARMERS MARKET

See attachment.

AJGA – JUNIOR GOLF EVENT

The AJGA will conduct the 2026 Renewal by Andersen Junior Open hosted by D.A. Points, July 5-9. The qualifier will be at Lick Creek Golf Course on Sunday, July 5 and the tournament will be at Pekin Country Club, July 6-9. We would like to formally request a sponsorship of \$2,250 toward the event this year.

The post-event recap for the Renewal by Andersen Junior Open hosted by D.A. Points is attached. Also, our feedback based on your criteria is below:

- The 2025 event contributed a \$364,611 economic impact
- The all-time economic impact of this event since 2018 is \$2,332,510
- 17 states and eight countries were represented in 2025

- The second page of the attached report outlines the measurable outcomes for various social channels
- We are a 501©(3) non-profit organization, that has consistently contributed to the Pekin Park District and Guardian Angel Impact Fund

See attachment.

PEKIN WINTER WONDERLAND

The Pekin Winter Wonderland Festival Committee is proud to submit this proposal to the Pekin Chamber of Commerce, requesting sponsorship and support for our annual, community-focused event. For nearly four decades, the Pekin Winter Wonderland Festival has served as a beloved tradition, marking the start of the holiday season and drawing thousands of visitors to Mineral Springs Park. Our goal is simple: to partner with the Chamber to grow and enhance this entirely free, volunteer-driven event, ensuring it continues to be a vibrant showcase of Pekin's civic pride and a significant driver of local economic activity during the holiday season. This proposal outlines how a partnership with the Chamber will amplify the festival's reach, align with local tourism and business goals, and help sustain this cherished 40-year tradition for future generations.

In order to provide the most detailed application possible, we've utilized the outline presented in the introductory email to present our responses.

1. Tourism and Economic Impact

a. Visitor Attraction: Our annual event has drawn visitors from across Central IL to Mineral Springs Park for the parade and events at the Pavilion for 39 years.

b. Economic Benefit: In addition to the PWW highlighting local businesses in our parade and sponsorship opportunities, visitors to the event will often dine at local restaurants and patronize local gas stations before returning home.

c. Attendance Metrics: This is more difficult for us to track as our events (parade, fireworks show, Santa at the Pavilion) are all *free to the public*. Social media metrics for the past two years have shown that 1,300+ individuals have expressed interest in attending the parade and opening ceremonies events on the Sunday following Thanksgiving.

d. Seasonal Balance: The annual Winter Wonderland opening ceremonies take place *before* the annual Christmas on Court event. While some may view this as presenting a crowded holiday calendar, we view it as a strength. It showcases Pekin as a family-friendly destination with a variety of events during the holiday season.

2. Alignment with City Goals

- a. Brand Alignment: We feel our event aligns with the goals of the City of Pekin by presenting our fair community in the best light possible-- a place with civic pride where families can travel to celebrate the holiday season.
- b. Community Appeal: We strive each year to highlight as many local businesses and organizations as possible-- both in our parade attendees as well as our community sponsorships. The Pekin Winter Wonderland is committed to promoting the best that Pekin has to offer the residents of Central IL.
- c. Inclusivity and Diversity: Our event is open to any/all civic organizations from riding clubs to church organizations. (The only groups we don't actively reach out to are political in nature as we strive to create an event that brings people together vs. dividing our community based on political ideology.)

3. Measurable Outcomes

- a. Marketing Reach: Over the past two years we have executed a marketing strategy that includes both paid and earned media to increase awareness in our annual event. This includes both paid advertising on social media platforms as well as appearances on local news and entertainment programs such as the Greg & Dan Show, News 25 at Noon, and the evening news on Channel 31.
- b. Media Coverage: In 2025, for our inaugural Tree Lighting Ceremony, the Pekin Winter Wonderland was featured by Channel 31's Chief Meteorologist Chris Yates who broadcast live from the event at multiple points during the evening.
- c. Reporting: Our committee is prepared to provide detailed reporting on our media efforts for our upcoming 2026 events including social media reporting as well as views of online media and a list of scheduled media appearances.

4. Financial Considerations

- a. Matching Funds: For the past 40 years, the Pekin Winter Wonderland Festival has been entirely self-funded. Our funding comes from the annual sale of memorial trees as well as donations and sponsorships from local businesses and organizations such as the Pekin Park Foundation. We have never received any funding from local city or county governments nor have we been the recipient of any state or federal funding.
- b. Budget Transparency: Our goal for any funding received would be to apply it to a sponsorship for one of the events that are held during our opening ceremonies. One such example would be for Discover Pekin to be the sponsor of our annual fireworks display, the only one of its kind held in Central IL during the holidays.

c. Non-for-Profit Status: The Pekin Winter Wonderland Festival is a 501c3 non-profit organization registered with the State of Illinois.

5. Operational Feasibility

a. Well-Organized Plans: Our planning for the annual events begins in February of each year. We have always secured the proper permits for our parade and fireworks event and have cooperated with the Pekin Police Department to ensure maximum synergy with our community partners.

b. Past Performance: Our event has occurred annually for over 30 years without any complaint or compliance issue with our city government.

6. Community Engagement

a. The Pekin Winter Wonderland Festival is a showcase of community spirit and civic engagement. The nearly 400 trees that dot the landscape of Mineral Springs Park are all decorated by members of the community and are sponsored by residents seeking to memorialize loved ones. Our parade showcases everything from local musicians to civic organizations and even members of city government who are interested in participating. Our community Christmas Carol Sing-along showcases members of a local school choir and our entire event takes place in beautiful Mineral Springs Park and the Park Pavilion which is often regarded as the heart of our community.

Thank you for your consideration.

The Pekin Winter Wonderland Committee

PEKIN PRIDE SOCCER CLUB

We sincerely appreciate the City of Pekin Tourism for their continued support of our annual travel soccer tournament held over the Memorial Day weekend.

IN 2025, we hosted a record 100 teams representing 27 clubs from around IL and IA. We are again looking to host a record number of teams in 2026 and would ask the City of Pekin Tourism committee to consider a sponsorship of our event. In fact, we have already seen an increased number of registered teams for 2026 as of the end of January 2026 compared to January 2025.

As I have done in years past, we will continue to list Discover Pekin as a title sponsor in our marketing materials and t-shirt which I will share with the committee when I attend the meeting on Feb 16th

I look forward to attending this month's meeting and sharing more or answering any questions your committee may have

Please find the attached request and outline as requested.

All the best,

Troy Tarter

Tournament Dir

Pekin Pride SC

DISC GOLF

See 4 attachments.

PEKIN MARIGOLD FESTIVAL

See attachment.

4th of JULY HONOR AMERICA CELEBRATION

See attachment.

RENEWAL BY ANDERSEN JUNIOR OPEN HOSTED BY D.A. POINTS



PEKIN COUNTRY CLUB
JULY 7 - 10, 2025
- FULFILLMENT REPORT -



HOST FACILITY



PEKIN COUNTRY CLUB
PEKIN, IL

CHAMPIONS



ADDISON CLAIRE LEE
8-UNDER-PAR 208

ZACH HUANG
16-UNDER-PAR 200

TOURNAMENT DETAILS

17

STATES REPRESENTED

96

PLAYERS IN FIELD

364

NET VISITORS

8

COUNTRIES REPRESENTED

2025 ECONOMIC IMPACT

VISITOR SPENDING - \$130,782.54

REGIONAL MULTIPLIER - 2.37

\$2,332,510

ECONOMIC IMPACT SINCE 2018

TOTAL ROOM NIGHTS AT HOTELS - 394

ADMINISTRATIVE COSTS - \$23,061.56

\$364,611

TOTAL ECONOMIC IMPACT

TOURNAMENT DIGITAL



INSTAGRAM

138K
FOLLOWERS

131,534
AJGA POST REACH

4,572
POST LIKES



X

35.3K
FOLLOWERS

35
#DAPOINTSJR POSTS

199,016
#DAPOINTSJR REACH



FACEBOOK

41K
FOLLOWERS

33K
LIKES



TIKTOK

39.6K
FOLLOWERS

17,982
POST VIEWS

901
POST LIKES



15,939
UNIQUE PAGE VIEWS

TAYLORMADE | ADIDAS GOLF
LIVE SCORING



7,378
UNIQUE PAGE VIEWS

INDIVIDUAL TOURNAMENT
WEBPAGE

299,130
PAGE VIEWS

SCHEDULE & RESULTS
PAGES

2026 Ledgestone Budget

Sources

Corporate Sponsors	\$30,000
Discraft	\$150,000
Player Entry Fees	\$505,000
Hole Sponsorships	\$10,000
Course Sponsorships	\$8,000
Live Broadcast Sponsorships	\$2,500
Fundraiser Tournaments	\$7,500
Village of Morton	\$18,000
Peoria	\$10,000
Disc Vendor Fees	\$10,000
Disc Sales	\$275,000
Other Sponsors	\$5,000
Parking Revenue	\$45,000
City of Washington	\$2,500
City of East Peoria	\$5,000
Total Sources:	\$1,083,500

Uses

Professional Payout	\$180,000
Amateur Payout	\$186,000
Disc Golf Pro Tour	\$2,500
Upgrades to Parks	\$13,000
Sunset Hills Course Payments	\$9,000
Player Goodie Bags	\$335,000
Advertising	\$5,500
Printing	\$29,500
Online Expenses	\$2,500
Graphics	\$5,000
Porta Potties	\$9,500
Players Parties	\$27,500
Tents	\$7,400
Shirts	\$12,000
Trophies, Signs, Awards	\$27,000
PDGA Fees	\$8,300
Clinics	\$3,200
Exhibition Match	\$2,500
Other Expenses	\$15,000
Postage/Shipping	\$12,500
Course Expenses	\$13,500
Water and Ice	\$9,000
Other Video Expenses	\$9,000
Photography	\$5,500
GPS Mapping	\$1,500
VIP Cookout	\$3,500
Staff Payments	\$148,500
Total Uses	\$1,083,400

Notes

Paid to professional players as prizes
Paid to AM players as prizes; non cash
Planned improvements to Sunset Hills and other courses
Sunset Hills
Zuca, Discraft, Bushnell
Local print shops
Paragon
Joans Trophy
PDGA
Menards, Walmart, Farm N Fleet, Kroger
USPS
Menards, Walmart, Farm N Fleet
Kroger, Walmart
Temporary staff expenses via 1099



The 2026 LedgeStone Open will once again be the largest event in disc golf and will host over 2400 players from nearly every state. We will also be hosting the 2026 PDGA Masters Disc Golf World Championships that will host 1100 disc golfers from all over the world.

2026 LedgeStone Open High Level Stats

- **Number of Players:** 2,500
- **Event Dates:** July 30th to August 2nd
- **Percentage of Players from outside of a 2 hour radius:** 95%
- **Number of Spectators:** 5,500
- **Years the event has been held:** 16
- **Number of states represented in this year's event:** 45+
- **Number of countries represented in this year's event:** 7+
- **Holiday Inn Express Pekin** included in our group hotel block
- **Media Coverage:** This event will be filmed and broadcast by the Disc Golf Network and Jomez Productions with a worldwide audience reach
- **Volunteer Base:** Broad volunteer support from St Jude and Easter Seals local chapters

2026 Master Worlds High Level Stats

- **Number of Players:** 1,100
- **Event Dates:** September 22nd to September 26th
- **Percentage of Players from outside of a 2 hour radius:** 99%
- **Number of Spectators:** 2,000
- **Years the event has been held:** 44, second time the event has been hosted in Central Illinois
- **Number of states represented in this year's event:** 45+
- **Number of countries represented in this year's event:** 15+

- **Holiday Inn Express Pekin** included in our group hotel block
- **Media Coverage:** This event will be filmed and broadcast by the Disc Golf Network and Jomez Productions with a worldwide audience reach
- **Volunteer Base:** Broad volunteer support from St Jude and Easter Seals local chapters

- 1) The LedgeStone Open is a worldwide disc golf event that takes place annually in August. The event attracts players from almost every state and seven different countries. This is the 16th edition of the tournament. The tournament uses 15 courses in Central Illinois, with 2 courses in Pekin. This tournament is the largest and most lucrative disc golf event in the history of the sport. The event is sanctioned by the Professional Disc Golf Association, of which approximately 11,000 tournaments are sanctioned every year. AM Players will play three rounds over three days of competition, and professionals will play four rounds over four days of competition. The LedgeStone Open is noted as one of the most prestigious events in the country.
- 2) The PDGA Professional Masters Disc Golf Championships is a worldwide disc golf that crowns World Champions in 40+ age divisions. This tournament will use 8 courses including 2 courses in Pekin. This event is a sanctioned PDGA Major, of which only two exist for Masters Players each year. All players will play 5 rounds over 5 days of competition.
- 3) This year's LedgeStone event will be the largest ever. We expect 2,500 competitors to compete in this year's event. We expect more than 95% of our competitors to travel to the area from more than 2 hours away. We expect a record number of hotel bookings for our 2026 event, as our 2025 event saw a 25% increase in spectator attendance compared to 2024. For hotel bookings we keep track of this during our registration process and the sign-in process to calculate our hotel figures. The average stay last year was approximately 4.6 nights. Our research indicates a 40 to 45% book rate for attendees. We speculate that this number is where it is because some players share rooms and because some players stay with local contacts. Based on the amount of players we will be having for 2026 we expect to see a considerable increase in our booked nights to nearly 3,000 booked room nights in the Central Illinois area. We do use a housing block through the PACVB.
- 4) Our 2025 numbers indicated that around 29% of our competitors stayed in a Pekin hotel. Just to give you an idea for 2026, we are trending to a slightly higher number of people staying in Pekin for our 2026 events.
- 5) Both events will have many members of the media and will once again be broadcast live by the Disc Golf Network. Our events last year generated record viewership. See the attached Media graphic figures for more information.
- 6) We plan on having 5 video production crews filming our 2026 events, three writers on staff producing print content and 2 professional photographers working the event.

- 7) We will also be hosting clinics for newer players to be hosted by Discraft. Discraft is our presenting sponsor and is the Worldwide Leader in Disc Sports. The clinics will feature the top female and male players in the world. These clinics are free to the public and is one of the ways we give back to the community. We plan on hosting 3 clinics during each event.
- 8) The 2026 LedgeStone event will once again be part of the Disc Golf Pro Tour, which helps attract additional media focus on the area and the event.
- 9) The PACVB estimates that the economic impact of the LedgeStone event is over \$2,500,000.
- 10) Our tournament has been featured in the national PDGA magazine multiple times. We have also been featured on ESPN and in other regional magazines. Our tournament has also been featured in two insurance magazines; one from Grinnell Mutual and the other from Erie Insurance. Our tournament is also regularly featured in local print.
- 11) The success of the annual LedgeStone event allowed us to host one of the most successful World Championships of all time, as we played host to the 2019 PDGA Professional Disc Golf World Championships that was held in Pekin, Morton and Eureka. The success of this event allowed us to host the 2022 PDGA Master and Juniors World Championships and the 2023 PDGA Junior and Amateur World Championships. Because of the success of this event, we have won the rights to host the 2026 PDGA Masters World Championships (discussed above) and the 2027 PDGA Junior World Championships.
- 12) In 2026 we are working closely with Sunset Hills in Pekin to improve their disc golf course. We will be donating new Championship target baskets to the course at a cost of \$8,000 to our team as we seek to continue to enhance this property.
- 13) Goal: We continue to work to position Central Illinois as a disc golf mecca in the United States. We continue to invest in the local disc golf scene to build up our area, which spurs year-round tourism to the area to play our disc golf courses. LedgeStone is a nationwide leader with disc golf events.
- 14) **Sponsorship Ask:** We are asking for a \$5,000 sponsorship for each event for a total of \$10,000.

2026 Masters Budget

Income	
Vendor Fees	\$6,000
Smaller Sponsors	\$6,000
Discraft	\$15,000
State Tourism Grant - PACVB	\$20,000
Food/Beverage	\$1,500
Presenting Sponsor	\$18,000
Masters Entry Spread - AMS (Entry Fee - PP cost * # players)	\$23,400
East Peoria Grant	\$2,500
Pro Masters Fees	\$4,500
PACVB Grant	\$5,000
Washington Grant	\$2,500
PDGA Stipend	\$8,000
Hotel Kickbacks	\$3,000
Wholesale Profit	\$2,000
Pro Shop Sales	\$60,000
Refund Policy	\$3,000
Morton Grant	\$5,000
Total Projected	\$185,400

Expenses	
1099 Payroll (Week of) + Expenses	\$54,000
Pro Added Cash	\$12,000
Tent/Chair Rental	\$3,500
Small Rentals	\$1,700
Marketing	\$2,500
Outhouses	\$5,700
App Fees	\$500
Signage/Trophies	\$12,000
Course Upgrades	\$5,000
Sunset Course Rental Fees	\$6,000
Event Supplies	\$5,000
Other Course Rental Fees	\$500
Ice/Water/Snack Stations	\$3,500
Staff Apparel	\$2,500
Social Events	\$32,000
PDGA/Event Staff Food	\$5,500
Volunteer Swag	\$5,000
Pro Shop COGS	\$27,000
Pro Player Packs	\$6,750
Total Projected	\$190,650



2025 REACH + EVENT STATISTICS

MEDIA STATS & FIGURES

PDGA LIVE SCORING

1.2M VIEWS
200K VISITORS

SPECTATORS ON THE GROUND
25% INCREASE

ACES HIT
30

NUMBER OF PLAYERS IN A
FLEX C TIER
1,844

NUMBER OF VENDORS
54

TOTAL FLYMART ATTENDANCE
3,900

FLYMART ATTENDANCE
INCREASE FROM 2024
42%

NUMBER OF PLAYERS WHO
PLAYED A DOWNTOWN EVENT
739

ECONOMIC IMPACT
\$3,000,000

NUMBER OF THROWS
DURING EVENT
514,204

VIDEO

TOTAL LIVE VIEWERS ON
248,723 DGN

MPO PEAK LIVE VIEWER
37% INCREASE

FPO PEAK LIVE VIEWER
154% INCREASE

POST PRODUCTION VIEWS
1,270,000

MONEY

PRO PURSE
\$167,207

AM PLAYER PACK VALUE
\$1,037,000

AM PRIZES PAID OUT
\$95,000

CHARITABLE CONTRIBUTION
\$100,000+

SOCIAL MEDIA

EVENT SITE VIEWS (YTD)
161,375

EVENT WEEK PAGE VIEWS
60,853

PEAK EVENT PAGE VIEWS
10,978

FIELD

TOTAL PLAYERS
2,365

UNIQUE SPECTATORS
6,500

COURSES USED
15

4th of JULY - HONOR AMERICA CELEBRATION

The Pekin Area Chamber of Commerce requests a contribution of \$15,000 to cover one half of the cost of the fireworks and associated costs – including but not limited to fuel, safety equipment, and rental of the venue.

The 4th of July Honor America Celebration is Pekin’s Independence Day event, drawing thousands for an evening of patriotic programming including live entertainment, family activities, concessions, and a large-scale fireworks display. This community-centered celebration highlights Pekin’s strong civic pride while inviting regional guests to our community.

1. Tourism & Economic Impact

The Honor America Celebration is a proven visitor attraction that draws regional and out-of-town attendees, many of whom plan overnight stays or extended visits.

- Visitor Attraction: Guests travel from across Central Illinois to attend Pekin’s fireworks
 - Economic Benefits: Potential increased hotel occupancy, restaurant traffic, retail sales, and vendor revenue
 - Attendance Metrics: Estimated 20-30% non-resident attendance
 - Seasonal Balance: Supports peak summer tourism while reinforcing Pekin as a holiday destination
-

2. Alignment with City Goals

The event strongly aligns with Pekin’s tourism brand and strategic goals by celebrating patriotism and community pride.

- Reflects Pekin’s history, values, and small-town Americana character
 - Family-friendly, inclusive programming welcoming residents and visitors of all backgrounds
 - Positions Pekin as a regional destination for signature civic celebrations
-

3. Measurable Outcomes

A multi-channel marketing strategy will ensure strong visibility and measurable results.

- Marketing Reach: Regional digital advertising, social media campaigns, event websites, print promotions, and community calendars, with City of Pekin recognition included where appropriate
- Media Coverage: Anticipated local and regional media coverage before and after the event

- Reporting: Post-event report including attendance estimates, economic impact indicators, and marketing metrics
-

4. Financial Considerations

The Honor America Celebration utilizes a diversified funding approach.

- Matching Funds: Supported primarily by business sponsorships
 - Community-Oriented Event: Organized by non-profit and civic partners for public benefit
-

5. Operational Feasibility

This long-standing annual event has a demonstrated record of safe, effective execution.

- Coordinated planning for permits, security, traffic control, and emergency services
 - Strong partnerships with City departments, public safety agencies, and volunteers
 - History of compliance with city requirements and successful outcomes
-

6. Community Engagement

Community involvement is central to the event's success.

- Volunteers: Significant volunteer participation supports event operations
 - Cultural & Educational Value: Patriotic ceremonies, live performances, and family activities promote civic pride and historical appreciation
-

A Tourism sponsorship of the 2026 4th of July Honor America Celebration represents a strategic investment in regional visitor attraction, local economic impact, and community identity. The event delivers measurable tourism outcomes while reinforcing Pekin's reputation as a welcoming, vibrant destination for signature celebrations.

Respectfully submitted,

Amy McCoy, Executive Director
Pekin Area Chamber of Commerce



On behalf of the Pekin Marigold Festival Committee, the Pekin Area Chamber of Commerce requests \$10,000 in Marketing funds for the regional promotion of the 2026 Pekin Marigold Festival.

The Pekin Marigold Festival is a signature community celebration that showcases Pekin’s heritage, local businesses, and welcoming small-city charm. As one of the region’s longest-running festivals, the Marigold Festival attracts visitors from across Central Illinois while providing meaningful economic and cultural benefits to the community.

1. Tourism & Economic Impact

The Pekin Marigold Festival is a proven visitor attraction that drives overnight stays and increased spending at local hotels, restaurants, retailers, and service providers. The festival’s multi-day format encourages extended visits, particularly from out-of-town attendees traveling from neighboring counties and the greater Peoria region.

- Estimated Non-Resident Attendance: 35–40%
- Economic Impact: Increased hotel occupancy, restaurant traffic, retail sales, and vendor participation
- Seasonal Balance: Held in early fall, the festival supports tourism during a shoulder season and complements the city’s annual tourism calendar

2. Alignment with City Goals

The festival strongly aligns with Pekin’s tourism branding and community development goals by highlighting local culture, family-friendly entertainment, and community pride.

- Celebrates Pekin’s history and identity
 - Promotes an inclusive, welcoming environment for residents and visitors
 - Features diverse entertainment, food vendors, artisans, and community organizations
-

3. Measurable Outcomes

The Pekin Area Chamber of Commerce will implement a comprehensive marketing strategy to maximize regional reach and measurable results.

- Marketing Reach: Digital advertising, social media campaigns, regional event listings, print promotions, and inclusion of city branding where appropriate
 - Media Coverage: Anticipated coverage through local and regional media outlets
 - Post-Event Reporting: Attendance estimates, visitor demographics, economic impact indicators, and marketing performance metrics will be provided following the event
-

4. Financial Considerations

The Pekin Marigold Festival is supported through a diversified funding model that includes sponsorships, vendor fees, fundraising activities, and in-kind support.

- Matching Funds: Significant private and organizational sponsorships reduce reliance on public funding
 - Non-Profit Status: The festival is organized by a community-focused non-profit organization
-

5. Operational Feasibility

As a long-standing, well-established event, the Pekin Marigold Festival has a demonstrated history of successful execution.

- Required permits, safety plans, and logistical coordination are managed in partnership with the City of Pekin and public safety agencies
 - The event has a strong track record of compliance and positive outcomes
-

6. Community Engagement

Community involvement is central to the festival's success.

- Volunteers: Hundreds of local volunteers contribute annually
 - Educational & Cultural Value: Live demonstrations, historical displays, family activities, and community organization participation enhance cultural appreciation and civic engagement
-

Tourism sponsorship support for the 2026 Pekin Marigold Festival represents a strategic investment in visitor attraction, economic vitality, and community pride. The festival delivers

measurable tourism benefits while reinforcing Pekin's identity as a welcoming and vibrant destination.

Respectfully submitted,

Amy McCoy, Executive Director
Pekin Area Chamber of Commerce

FRESH LOCAL HARVEST
PEKIN
Farmers Market

February 1, 2026

To: City of Pekin Tourism and Beautification Committee

Thank you for supporting the 2025 Pekin Farmers Market. I have included 2025 summary as well as a 2026 plan. I am asking for \$5,000 from the City of Pekin to help support the cost of marketing with the intention of gaining more foot traffic. I look forward to utilizing the digital crowd counter to have a better idea of market attendance.

Thank you for your consideration. Please let me know if you have any questions.

Sincerely,

ALISHA DAULT-MA

Miller Center Administrator

551 S. 14th Street

Pekin, IL 61554

Ph. (309) 346-5210

Direct (309) 353-5812

adault@pekinparkdistrict.org



MILLER CENTER
551 S. 14TH STREET PEKIN, IL 61554



Pekin Farmers Market

2025 Summary

Pekin Farmers Market entered its fifth season with steady performance, signaling a plateau rather than continued growth. The 2025 season spanned 14 weeks and included one fall market, with two markets offered in an indoor/outdoor format due to extreme heat. Support came from seven sponsors in addition to the City of Pekin. More than 1,100 free reusable bags and several farmers market-branded merchandise were distributed to patrons. A paid social media advertising campaign reached over 315,000 views, contributing to a Facebook following of more than 2,700. Live entertainment featured John Wahl, Lauren Fitzanko, Lila and Her Dad, and Tadd Johnson, continuing to enhance the market's community atmosphere.

2025 Vendor Breakdown

- **63 unique vendors**
- **23 of those seasonal** (committed to more than 10 / 14 events)
- **24 vendors (38%) returning from previous season**
- **37 vendors (59%) are from outside of Pekin** (i.e. Dunlap, Metamora, Bloomington, Carlock, Glasford, Manito etc.)
- **Nonprofit organization participation** (PCHS Art Club, IRVSRA / Arena Community Garden etc.)
- **Vendor survey comments: Positives:** Friendly & fun atmosphere – Loved the location and community - Nice culture of local vendors, hosts and shoppers. **Improvements:** Increasing customer traffic and expanding the market into September.

2025 Revenue Breakdown \$16,450 (39% less than 2024)

- **City of Pekin \$5,000 (50% less than 2024)**
- **Sponsorships \$6,640 (37% less than 2024)**
- **Direct Market Revenue \$4,810** - Vendor Booth Sales + T-Shirt Sales

2025 Expense Breakdown \$20,625

- **Marketing \$5,810 (banners, print & social media ads, flyers, yards signs etc.)**
 - With less sponsorship dollars than budgeted, I decreased spending.
- **Entertainment \$3,150**
- **Pekin Park District Staffing \$11,665**

Business Plan for 2026

Pekin Farmers Market

Vision

Over the past five years, our focus has been on growing and establishing the Pekin Farmers Market. To keep our vendors returning year after year, it's essential that our community continues to shop local and show their support.

This year, we're excited to open the market on the third Thursday of each month to young entrepreneurs, giving them the opportunity to participate with items they've made, grown, or created. Our hope is that this initiative will bring more families and friends together, encouraging deeper engagement with the entire market and fostering the next generation of local business owners.

Marketing Strategy

Marketing is vital to the success and longevity of the Pekin Farmers Market. We will absolutely utilize all of the free marketing opportunities listed below and will utilize the paid marketing options within the budget.

I am asking the City of Pekin for \$5,000 to assist with the bulk of the paid marketing and seeking corporate sponsorships and vendor fees to fund the remainder.

Free Marketing

- Organic posts including live video feeds on Pekin Farmers Market Facebook and Instagram Page
- Advertise on all of the Pekin Park District outlets including 5 Facebook pages, Pekin Park District Website, Pekin Park District Brochure, Miller Center Newsletter, 12 digital signages throughout park facilities and posters
- Community Calendars – Pekin Chamber, City of Pekin, Tazewell County Health Department, local churches and Media Outlet calendars like WEEK, WMBD, HOI, WTVP, Peoria Journal Star, Pekin Times
- Registering with the Illinois Department of Agriculture Farmers Market website.
- Utilizing TCRC's Spring Board program to disperse Pekin Farmers Market flyers in the community

Paid Marketing \$16,700

- Banner design and production of 15 banners to display at the market, in the park and around town **(\$2,100)**
- Flyer design and production of posters and flyers **(\$400)**

- Yard Sign design and production (**\$700**)
- Paid Advertisement through Local Magazine (**\$3,600**)
 - Healthy Cells & 50+ News & Views both ½ page ad running 3 months
 - Pekin Home Town Voice ads running from May – August plus October
 - Marigold Festival Book
- Digital Billboards (**\$2,900**)
- Paid Social Media Advertisement (**\$3,000**)
- TV & Radio (**\$4,000**)

2026 Expense Budget (\$36,865)

- Paid Marketing (**\$16,700**) as listed above
- Marketing Merch (**\$5,000**)
 - Pekin Farmers Market Bags (**\$3,000**)
 - Miscellaneous Giveaways (**\$2,000**)
- Paid Entertainment (**\$3,500**)
- Pekin Park District Staff Time (**\$11,665**)



- **16 Teams brought to Pekin**
 - **12 of these teams travel from more than 1 hour away**
 - **Countless fan stays in hotels and trips to local restaurants, businesses, gas stations**
 - **Teams from across the State of Illinois, bringing in business from fans outside of the area**
 - **Pekin, Chicago Mt. Carmel, Chicago Leo, Chicago Crane, Chicago Simeon, Freeport, Oak Lawn, Plainfield South, Moline, Minooka, Springfield Lanphier, Springfield High School, Lake Park, Morton, Washington, Richwoods**
- **Business for local hotels:**
 - **Hotels utilized: 2**
 - **Number of nights: 70+ nights**
- **Hospitality Room paid out over \$7,643.75 to local restaurants**
 - **Local restaurants paid for catering**
 - **Tazewell County Resource Center (TCRC)**
 - **LaGondola**
 - **Jimbo's Jumbo**
 - **Dat Brisket (Pekin Based Food Truck)**
 - **Tadoughs donated in-kind for sponsorship**
- **Other local businesses directly paid by Tournament:**
 - **Dunhams**
 - **Allegra**
 - **The Sign Shoppe**
 - **J and J Dry Cleaners**
- **Discover Pekin Logo and sponsorship was celebrated on the NEW 4-sided video board, the digital board, gym sign, on t-shirts given to all participants from teams throughout the state, and in the program.**

- Sponsorships were acquired from 54 different groups with 46 of them being Pekin based.
 - These *local* sponsors received recognition on the 4-sided video board, the digital board, the gym sign, t-shirts, and in the program. Many also received announcements during the tournament.

- Tournament received coverage on the following platforms:
 - Pekin High School Dragon Media (Student-media) coverage for all games
 - This led to:
 - 6, 526 viewers
 - 6,859 views in Chicago
 - 8,520 views in the Peoria Area
 - Views for local businesses
 - This paid student workers from Pekin High School to spend at local businesses
 - Jim Mattson Radio Show
 - WEEK/WHOI
 - WMBD
 - Radio coverage: Quad Cities, Springfield, Rockford area
 - Steve Stein's Pekin Perspectives
- We have very much appreciated the Discover Pekin sponsorship!

Pekin Main Street

Tourism Request 2026

The following events are being planned by Pekin Main Street for the downtown Pekin. These events are geared to attract tourism to Downtown Pekin and the city of Pekin. Pekin Main Street works with the City of Pekin on events held downtown to ensure that safety, insurance, and logistical details/requirements are being met.

June 2026: Downtown Market/Food Truck Frenzy: Pekin Main Street will be holding an outdoor downtown vendor market with the invitation for food trucks to join the event. A portion of the Market will focus on encouraging Artists to attend and showcase their artwork. The current plan is to hold the event on a Saturday from 9-2 and utilize the Tazewell County parking lot. Downtown Businesses will be encouraged to be open so we can direct patrons to visit those businesses, dine, and shop those businesses. Expenses for this event include: Permit with the city, Insurance, advertising, etc. This event will draw vendors, as well as customers (in town and out of town patrons) to the downtown and City of Pekin. The goal is to attract 800 plus to this event.

September 2, 2026: Taste of Pekin. This event has been a success each year. Past years have attracted 2,000 plus to the downtown for this event. We grow each year. This years goal is 2500 plus people. We will again utilize 2 blocks downtown (300/400 blocks). 2026 will bring new additions to the event. We are adding a stage to the Capitol/Court Street intersection, as well as the stage at the Court Street/5th Street intersection. Stages will sit inside the intersection so Capitol and 5th Street remain open. We will have entertainment on both stages. After attending the Taste of the Heights and meeting with Canton Chamber/Main Street, we have learned new ways to make this event flow smoother and more efficient. We are possibly going to introduce tokens to be used versus the paper tickets. Expanding the Kids Experience with more activities will be a great addition. Food vendors are already reaching out to participate and those vendors will assist with advertising to their patrons that they are participating. Costs associated with this event include: 2 stages, Entertainment on both stages, insurance, permits, porta potties, police presence, Advertising/printing costs, and all those extra expenses that arise.

Pekin Main Street is asking Tourism for \$8,500 to help with the cost of the events and assist us in attracting tourism to Pekin. We strive to coordinate events that will not only encourage patrons to visit downtown Pekin, but to also encourage patrons to visit other businesses in Pekin. Pekin Main Street is a non-for-profit organization.

We thank you for your consideration.

Colette Willoughby

Vice-President

Pekin Main Street Board



2026 City of Pekin Tourism Sponsorship Request

RE: Tony Fulk Memorial Classic hosted by Pekin Pride Soccer Club

Dates: May 22-24, 2026

Good morning Tourism Committee,

Pekin Pride SC will once again be hosting our 7th Annual Tony Fulk Memorial Classic on May 22-24, 2026. We hosted 100 teams in 2025 representing 27 different clubs throughout Illinois and Iowa. Already to date we have had strong registration numbers and are outpacing registration numbers from January 2025.

Last year our costs, particularly associated with the rental of the Pekin Park District Sports Complex increased 600% from the previous year. Our cost associated with rental in 2025 was \$6030.00 and that cost could have been more. In addition, the PPD arranged vendors for our event and collected all rebates or “kickbacks” from those vendors. We estimate the missed revenue to be around \$1500-2000 from vendors. This would equate to a cost of \$7500-8000.

I reported out on our 2025 tournament to the City Council during public comments in their June 2025 meeting and shared that I suspected that I may need to request an increase in my 2026 sponsorship. Due to the increase in costs, I would like to ask the Tourism committee to consider a sponsorship of \$10,000 for our event in 2026.

A couple of reasons I believe that our event warrants consideration for an increased sponsorship in 2026:

1. We have grown our tournament from 46 teams in year 1 to 100 teams in year 6 and continue to fill the 2 quality hotels in Pekin each year.
2. Our event draws an estimated 3500+ visitors to Pekin over the last several years, likely a top 5 event behind such events as the Marigold Festival and 4th of July event.
3. Filling up “heads in beds” each year over the last several years and advertising local restaurants who have also benefitted from our annual event.

Tourism and Economic Impact

- Visitor Attraction: **We have continuously filled our own hotels such as Hampton Inn and Holiday Inn Express in Pekin the last 3 years.**
- Economic Benefits: **Turnout of at least 3500-4000 visitors in 2025 and projection for equal numbers in 2026 encouraging visitors to eat in our restaurants, stop at our gas stations, and shop in our local stores**
- Attendance Metrics: **Expected attendees to reach 3500-4000 with 85% from out of town**

- Seasonal Balance: Because it is at end of school year, we are encouraging visiting Pekin at a time which under normal circumstances a large number of visitors would not visit.
2. Alignment with City Goals
- Brand Alignment: The event should align with the city's tourism brand or strategic marketing objectives.
 - Community Appeal: Family sporting event drawing many families to Pekin where they have opportunity to visit our local shops and eateries.
 - Inclusivity and Diversity: Pekin Pride SC hosts our annual travel soccer tournament for boys and girls from 7 – 18 years old. Promoting all clubs and cultures to sign up
3. Measurable Outcomes
- Marketing Reach: As Pekin Pride SC has done the last several years, we have included the City of Pekin tourism logo at the top of our sponsor t-shirt as well as included on our tournament website and other marketing material. We will continue to do the same in 2026. Our reach is into multiple states including IL, IA, MO, IN, and WI
 - Media Coverage: The last two years we have garnered TV coverage from WMBD and WEEK, local TV stations who have reported a story on our event. We send out a press release to many local news outlets and will continue to do so in 2026.
 - Reporting: As we have done in years past, I will attend a City council meeting to report out on our event and thank the council members for their support of our event.
4. Financial Considerations
- Matching Funds: While our event does seek sponsorships from our City Tourism, we also have had success with sponsorships from local businesses here in Pekin
 - Budget Transparency: Tourism sponsorship will be used in the following ways:
 - Park Field Rental – **Budgeting for \$7000** for 2026 due to anticipated increase in registered teams and games
 - Marketing – **Cost of \$1000.00** for 2026
 - Awards – Cost **\$1494.00** for 2026
 - **TOTAL - \$9494.00**
 - Non-Profit vs. For-Profit: Pekin Pride SC is a 501c3 non-profit organization
5. Operational Feasibility
- Well-Organized Plans: In our 7th year, we continue to seek opportunities to improve our tournament related to permits, safety, and logistics however each of these have ran smoothly in years past and we anticipate no changes in these in 2026.
 - Past Performance: We have always been a good partner with the City of Pekin and appreciate the Tourism's support of our annual event.
6. Community Engagement
- Volunteer Opportunities: We offer opportunities for our own club parents and always welcome HS students, and local residents to volunteer at our annual

event. If interested please reach out to Troy, tournament director at pekinpridetourneydirect@gmail.com.



REQUEST FOR COUNCIL ACTION

Agenda Date: February 16, 2026
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: FY27 Budget Recommendation

DESCRIPTION: As discussed previously, City Council has expressed an interest in transferring cash from the Tourism Fund to the General Fund in FY27 to assist the potential budget deficit. The Tourism Fund has a projected end of FY cash balance of \$512,000, which does assume a \$150,000 expense for welcome signs. The attached FY27 Tourism Fund budget shows total revenue of \$311,000 and total expense of \$771,150 including a \$600,000 transfer to the General Fund. This results in a operational budget of \$171,150 for Tourism activities budgeted in FY27 compared to \$418,848 projected for FY26.

Major cuts from FY26 to FY27 include a reduction in capital spending of \$150,000 (welcome signs), a reduction in the partnership with Discover Peoria from \$25,000 to \$10,000, a reduction in funding for City events that will likely result in cutting one of the events, reduction in marketing from \$45,000 to \$25,000, and cutting all personnel expenses (moved to General Fund).

This budget as presented would result in approximately \$42,000 cash balance in the Tourism Fund at end of FY27.

Staff is seeking discussion and ultimately a recommendation for the FY27 budget.

FY 2027 Budget (Draft)

208 - Tourism Fund

		FY24 Actual	FY25 Actual	FY26 Budget	FY26 Estimated	FY27 Budget	FY27 vs. FY26	% Change
REVENUE								
208-208-411005	Home Rule Motel Tax	\$ 360,000	\$ 312,920	\$ 300,000	\$ 310,000	\$ 310,000	\$ -	0%
208-208-442500	Federal Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-442600	State Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-463500	Late Payment Penalty	\$ 4,500	\$ 412	\$ 412	\$ -	\$ -	\$ -	0%
208-208-463600	Interest Charges	\$ 1,600	\$ 82	\$ -	\$ 40	\$ -	\$ (40)	0%
208-208-490100	Interest Earnings	\$ 800	\$ 23,418	\$ 15,000	\$ 15,000	\$ 1,000	\$ (14,000)	-93%
208-208-493600	Training Reimbursements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-498700	Farmer's Market Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-499201	Tourism Contributions	\$ -	\$ 1,500	\$ -	\$ 7,100	\$ -	\$ (7,100)	0%
208-208-499800	Miscellaneous Receipts	\$ 3,500	\$ 16,953	\$ -	\$ 440	\$ -	\$ (440)	-100%
208-208-492100	Loan Proceeds	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
	Revenue Total	\$ 370,400	\$ 355,285	\$ 315,412	\$ 332,580	\$ 311,000	\$ (21,580)	-6%
EXPENSE								
208-208-511600	Salary: All Personnel	\$ 12,261	\$ 15,127	\$ -	\$ -	\$ -	\$ -	0%
208-208-511601	Admin Cost Allocation	\$ -	\$ -	\$ 23,910	\$ 22,958	\$ -	\$ -	-1000%
208-208-515000	Overtime	\$ -	\$ 2	\$ -	\$ -	\$ -	\$ -	0%
208-208-515500	Vacation Pay	\$ 1,300	\$ 803	\$ -	\$ -	\$ -	\$ -	0%
208-208-515600	Holiday Pay	\$ 400	\$ 644	\$ -	\$ -	\$ -	\$ -	0%
208-208-515800	Sick Pay	\$ 75	\$ 327	\$ -	\$ -	\$ -	\$ -	0%
208-208-516700	Wellness Program	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-517000	Oasdi/city Share 6.2%	\$ 870	\$ 1,050	\$ 1,485	\$ 1,450	\$ -	\$ (1,450)	-1000%
208-208-517001	Medicare/city Share 1.45%	\$ 204	\$ 246	\$ 350	\$ 330	\$ -	\$ (330)	-1000%
208-208-517401	IMRF	\$ 1,020	\$ 1,176	\$ 1,735	\$ 1,735	\$ -	\$ (1,735)	-1000%
208-208-518000	Group Insurance	\$ 2,400	\$ 4,307	\$ 4,450	\$ 4,880	\$ -	\$ (4,880)	-1000%
208-208-518300	Workers Comp Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-518700	Mileage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-519000	Training And Education	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-520200	Office Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-520277	Transfer to BDD	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-520400	Postage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-538000	Maintenance Agreements	\$ -	\$ -	\$ 11,290	\$ 11,290	\$ 12,000	\$ 710	6%
208-208-550300	Telephone	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-551000	Printing And Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%

208-208-551600	Dues And Subscriptions	\$ 47,500	\$ 32,500	\$ 25,000	\$ 25,000	\$ 10,000	\$ (15,000)	-60%
208-208-554200	Meals Lodging	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-559900	Receivable Charge Off	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-560500	Consulting Services	\$ 76,000	\$ 18,457	\$ 21,900	\$ 21,900	\$ 21,900	\$ -	0%
208-208-560600	Corporate Counsel Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-561200	Engineering Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-569000	Other Contractual Service	\$ -	\$ 2,169	\$ 62,000	\$ 22,000	\$ 22,000	\$ -	0%
208-208-573100	Grants	\$ -	\$ 3,090	\$ 50,000	\$ 9,555	\$ 11,000	\$ 1,445	15%
208-208-580201	Land Improvements	\$ -	\$ -	\$ 150,000	\$ 150,000	\$ -	\$ (150,000)	-100%
208-208-583000	Loan Agreements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-590400	Interest Paid	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-590600	Bank fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-591200	Developer Agreement Payments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-591400	Loan Payments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-597700	Sponsorships	\$ 74,000	\$ 65,112	\$ 59,750	\$ 59,750	\$ 54,250	\$ (5,500)	0%
208-208-598100	Public Relations	\$ -	\$ 44,315	\$ 45,000	\$ 45,000	\$ 25,000	\$ (20,000)	-44%
208-208-598500	Farmer's Market Expense	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	0%
208-208-598505	Special Events	\$ -	\$ 42,096	\$ 70,000	\$ 43,000	\$ 25,000	\$ (18,000)	-42%
208-208-599000	Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
	Transfer to General Fund	\$ -	\$ -	\$ -	\$ -	\$ 600,000	\$ 600,000	1000%
	Expense Totals	\$ 226,030	\$ 231,421	\$ 526,870	\$ 418,848	\$ 781,150	\$ 295,449	71%

Total	\$ 144,370	\$ 123,864	\$ (211,458)	\$ (86,268)	\$ (470,150)	\$ (335,322)	-389%
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Available Cash Balance Start	\$ 322,768	\$ 479,847	\$ 598,382	\$ 598,382	\$ 512,114
Net Income	\$ 144,370	\$ 123,864	\$ (211,458)	\$ (86,268)	\$ (470,150)
Balance Sheet Activity	\$ 12,709	\$ (5,329)	\$ -	\$ -	\$ -
Available Cash Balance End	\$ 479,847	\$ 598,382	\$ 386,924	\$ 512,114	\$ 41,964