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**REGULAR TOURISM COMMITTEE MEETING**  
**MONDAY, MARCH 2, 2026**  
**5:00 PM**

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**1. Call to Order**

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**2. Approve Agenda**

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**3. Approval of Minutes**

3.1. Minutes from the Tourism Committee Meeting on February 16, 2026

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**4. Public Input**

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**5. Reports**

5.1. Discover Peoria

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**6. New Business**

6.1. Sponsorship Funding Recommendation

6.2. Tourism Fund Budget Discussion

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

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**8. Adjourn**



**PROCEEDINGS OF THE REGULAR MEETING  
OF THE TOURISM COMMITTEE OF THE CITY OF PEKIN, ILLINOIS,  
HELD IN THE COUNCIL CHAMBERS OF CITY HALL  
111 S. CAPITOL ST  
ON MONDAY, FEBRUARY 16, 2026 AT 5:00 PM**

**Call to Order**

The Tourism Committee meeting was called to order at 5pm by Chairperson Melanie Matthews.

Roll call

Present: A. McCoy, C. Dunn, S. Powers, and M. Matthews

Absent: C. Galyean, J. Master, E. Lambe

A quorum was present.

**Approve Agenda**

Powers moved to approve the agenda as presented, seconded by McCoy. Motion approved by voice vote.

**Approval of Minutes**

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

Dunn moved to approve the agenda as presented, seconded by Powers. Motion approved by voice vote.

**Public Input**

Brian Wonders gave an update on events coming to Avanti's Event Center now through May.

**Reports**

**5.1. Discover Pekin Quarterly Reports**

Mr. Wray presented the monthly reports. There were no questions.

**Presentations**

**6.1. Presentation of Requests for Event Sponsorship Funding**

The following organizations made funding request presentations over

approximately 1 hour:

1. SuperCruise - \$3,500
2. Cruise-in on the River - \$4,500
3. Famers Market - \$5,000 for the market season
4. Winter Wonderland - \$3,000
5. Pekin Pride Soccer Tournament - \$10,000
6. Disc Golf - \$10,000 for two events
7. Pekin Main Street - \$8,500 for two events
8. Pekin Insurance Holiday Tournament - \$5,000
9. Pekin Chamber 4<sup>th</sup> of July Fireworks - \$15,000
10. Pekin Chamber Marigold Festival - \$10,000

The Committee also received written requests for funding from AJGA Jr. Golf Tournament (\$2,250) and Twisted Cat Fishing Tournament (\$7,500).

## **New Business**

### **7.1. FY27 Budget Recommendation**

The Committee discussed the Tourism Fund budget prepared by staff for approximately 30 minutes. Major areas of discussion included event sponsorships, and City events including cutting one downtown street concert.

### **7.2. Discussion on 2026 City Events**

The Committee discussed the various City events planned for 2026 with a determination to continue the hot air balloon festival, one downtown street concert, and Christmas on Court.

### **7.3. Discussion on Blog / Social Media / Video Ideas**

McCoy asked the Committee to peruse the Discover Pekin website and other communities' tourism pages to suggest improvements.

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

Chairperson Matthews noted that Chris Dunn had submitted her resignation from the Committee and thanked her for her service.

## **Adjourn**

Powers moved to adjourn at 6:59pm, seconded by Dunn. Motion approved by voice vote.



**REQUEST FOR COUNCIL ACTION**

**Agenda Date:** March 2, 2026  
**To:** Members of the Tourism Committee  
**From:** Joshua Wray, Economic Development Director

**AGENDA ITEM:** Sponsorship Funding Recommendation

**DESCRIPTION:** A summary of event sponsorship requests and preliminary Committee discussions is below.

Event	FY26 Budget	FY27 Requested Funding	FY27 Prelim Committee Discussion
Marigold Festival	15,000	10,000	10,000
Farmers Market	5,000	5,000	5,000
Pekin Pride Soccer Club	5,000	10,000	5,000
Disc Golf Tournaments	1,5000	10,000*	2,500
AJGA Golf Tournament	2,250	2,250	2,250
Pekin Holiday Tournament	5,000	5,000	5,000
Downtown Supercruise	2,500	3,500	2,500
Brotherton Events	1,055**	4,500	2,500
Twisted Cat Fishing Tournament	5,000	7,500***	2,500
Pekin Main Street Events	8,500	8,500	2,500
Winter Wonderland	did not apply	3,000	1,500
Fireworks	10,000	15,000	15,000
<b>Total</b>	<b>59,750</b>	<b>84,250</b>	<b>56,250</b>

\*request includes an increase from 1 to 2 events

\*\*FY26 funding was through a 1/3 grant

\*\*\*request was made in fall 2026 - current schedule does not show Pekin

Also, for the Committee's information, City Council held a budget workshop on February 27. In that meeting, they provided feedback to staff that they do not want to see the full welcome sign replacement initiative move forward. Staff believes there would be support to approve replacing one sign in FY27, particularly the one near Pekin bridge. Council also provided feedback to move \$100,000 of the \$150,000 budgeted for that project into the General Fund, leaving \$50,000 in the Tourism Fund (on top of the other discussed expenses in the fund). This additional \$50,000 could be applied to any Tourism expense if the Committee would prefer something other than a welcome sign.

City Council would like to consider the FY27 sponsorship list at its next meeting on March 9.