



**SPECIAL TOURISM COMMITTEE MEETING
TUESDAY, MARCH 10, 2026
5:00 PM**

1. Call to Order

2. Public Input

3. New Business

3.1. Sponsorship Funding Recommendation

4. Adjourn



REQUEST FOR COUNCIL ACTION

Agenda Date: March 10, 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 | 1,500 | 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 |
| Total | 59,750 | 84,250 | 56,250 |

*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 23.