



**REGULAR TOURISM COMMITTEE MEETING
MONDAY, MAY 4, 2026
5:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

- 3.1. Minutes from the Tourism Committee Meeting held February 16, 2026
 - 3.2. Minutes from the Tourism Committee Meeting held March 2, 2026
 - 3.3. Minutes from the Special Tourism Committee Meeting held March 10, 2026
-

4. Public Input

5. Reports

- 5.1. City Event Updates
 - 5.2. Discover Pekin March PPC Report
-

6. New Business

- 6.1. Recommendation to Approve the Fiscal Year 2027 Tourism Marketing Plan with McDaniels Marketing
 - 6.2. Tourism Grant for Sunset Hills Best Ball Invitational
-

7. Any Other Business to Come Before the Committee

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 4th 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.



**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, MARCH 2, 2026 AT 5:00 PM**

Call to Order

The Tourism Committee met at 5:00 p.m. in the Pekin City Hall Council Chambers.

A quorum was not established, and no action was taken.

Present: Emily Lambe; Amy McCoy; Cindy Gaylean

Absent: Cindy Galyean; Melanie Matthews; JoElle Master

Approve Agenda

Approval of Minutes

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

Public Input

Reports

5.1. Discover Peoria

Ashley Hildebradt from Discover Peoria reviewed the statistics from the last Quarterly Report.

New Business

6.1. Sponsorship Funding Recommendation

6.2. Tourism Fund Budget Discussion

Any Other Business to Come Before the Committee

The committee will have a special meeting on Tuesday, March 10 at 5:00 p.m. to review the sponsorship funding recommendations.

Adjourn

The meeting ended at 5:37 p.m.



**PROCEEDINGS OF THE SPECIAL MEETING
OF THE TOURISM COMMITTEE OF THE CITY OF PEKIN, ILLINOIS,
HELD IN THE COUNCIL CHAMBERS OF CITY HALL
111 S. CAPITOL ST
ON TUESDAY, MARCH 10, 2026 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 Conference Room.

A quorum was established.

Present: Emily Lambe; Amy McCoy; JoElle Master; Mel Matthews; Shawn Powers; Carrie DeWitt

Absent: Cindy Galyean

Public Input

None

New Business

3.1. Sponsorship Funding Recommendation

Shawn Powers moved to approve the FY27 Sponsorship Funding in the amount of \$53,750, seconded by Emily Lambe.

The Committee discussed removing the Twisted Cat Fishing Tournament from the budget, since they have not expressed interest in having the tournament in Pekin this year. Amy McCoy noted that as Director of the Pekin Area Chamber of Commerce, she is connected to the Marigold Festival and Fireworks events, and Carrie DeWitt is also connected to Pekin Pride Soccer and the soccer tournament.

On a voice vote, the motion passed.

Adjourn



Shawn Powers moved to adjourn the meeting at 5:18 p.m., seconded by Amy McCoy. Motion approved by voice vote.




March 2026 PPC Report





Facebook/Instagram Ad Creative

 **Discover Pekin**
Ad ·  ⋮ ✕

No day trip is complete without indulging in some delicious local cuisine! What food do you have your eye on in Pekin?



discoverpekin.com
Shop & Dine in Pekin, IL [Learn more](#)

   Randy McD... 16 comments 8 shares

Facebook & Instagram Performance

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Link clicks

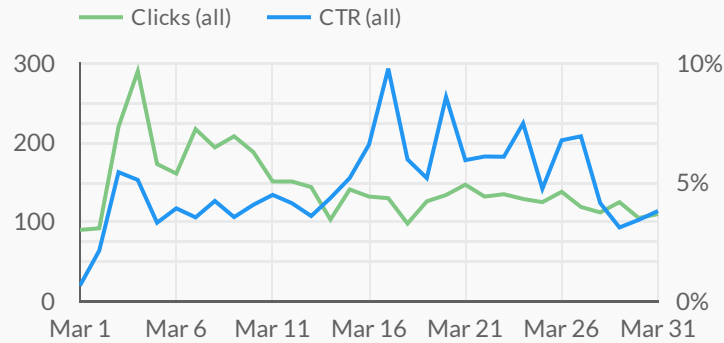
2,747

CTR (all)

4.07%

Impressions

111,052



Cost Per Click

by Amount Spent, CPC (All), and CPM

Amount spent

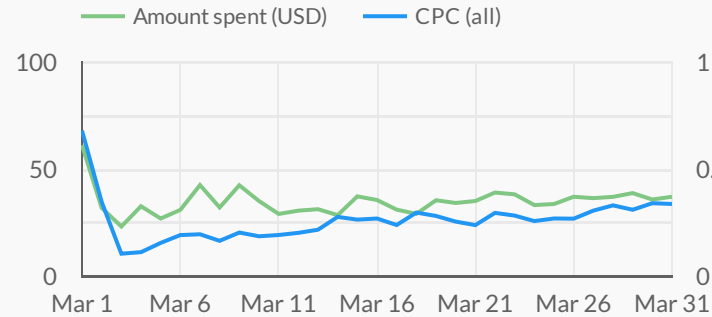
\$1,085.22

CPC (All)

\$0.24

CPM

\$9.77



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

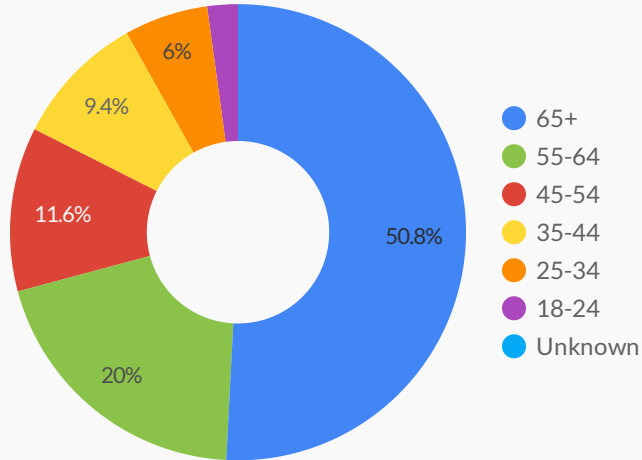
Social Engagement

Ad set name	Link clicks ▾	Impressions	Post reactions	Post shares	Post comments	Amount spent (...)
Fun, Dine, Shop	2,747	111,052	88	14	12	\$1,085.22
Grand total	2,747	111,052	88	14	12	\$1,085.22

Facebook & Instagram Demographics

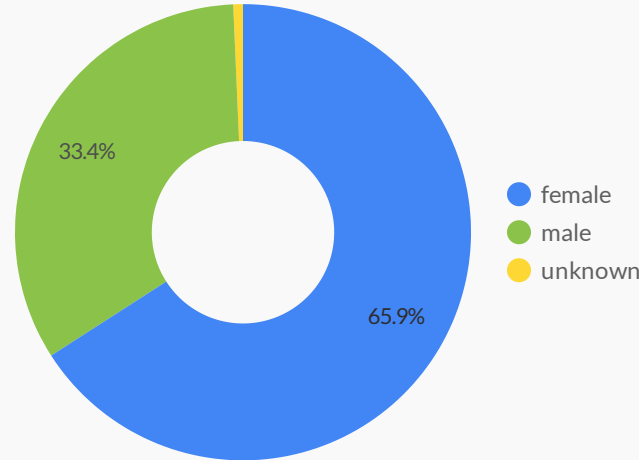
Age Breakdown

by Clicks



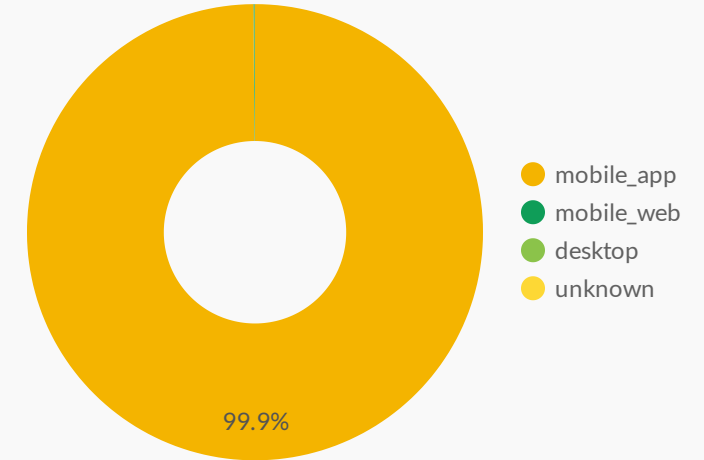
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

	DMA	Clicks (all)	Impressions
1.	Peoria-Bloomington	2,811	59,907
2.	Chicago	959	27,459
3.	St. Louis	292	7,604
4.	Indianapolis	162	6,324
5.	Milwaukee	108	4,599
6.	Rockford	65	1,555
7.	Davenport-R.Island-Moline	62	1,487
8.	Madison	40	1,473
9.	Champaign&Sprngfld-Decatur	15	283
10.	Cedar Rapids-Wtrlo-Iwc&Dub	6	309

Recommendations/Observations:

In March, we ran a feed ad called "Fun, Dine, Shop."

Overall, there were 2,747 link clicks and 111,052 impressions. This increased the CTR to 4.07%, which outperforms industry benchmarks! The CPC remained low at \$0.24 and was very cost-effective.

For the feed ad, there were 88 post reactions, 14 shares, and 12 comments.

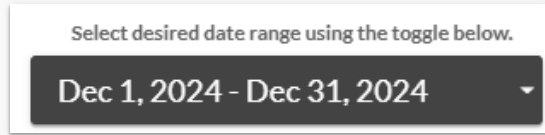
For geographical reach, most clicks came from the Peoria-Bloomington DMA, followed by the Chicago area. 50.8% of the audience was 65+, and 65.9% were female.

Industry Benchmarks

	Facebook & Instagram
CTR (All Industries)	0.90%
CTR (Tourism)	0.90%
Avg. CPC (All Industries)	\$1.72
Avg. CPC (Tourism)	\$0.63

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.



DISCOVER PEKIN

EST. 1824



McD DIGITAL

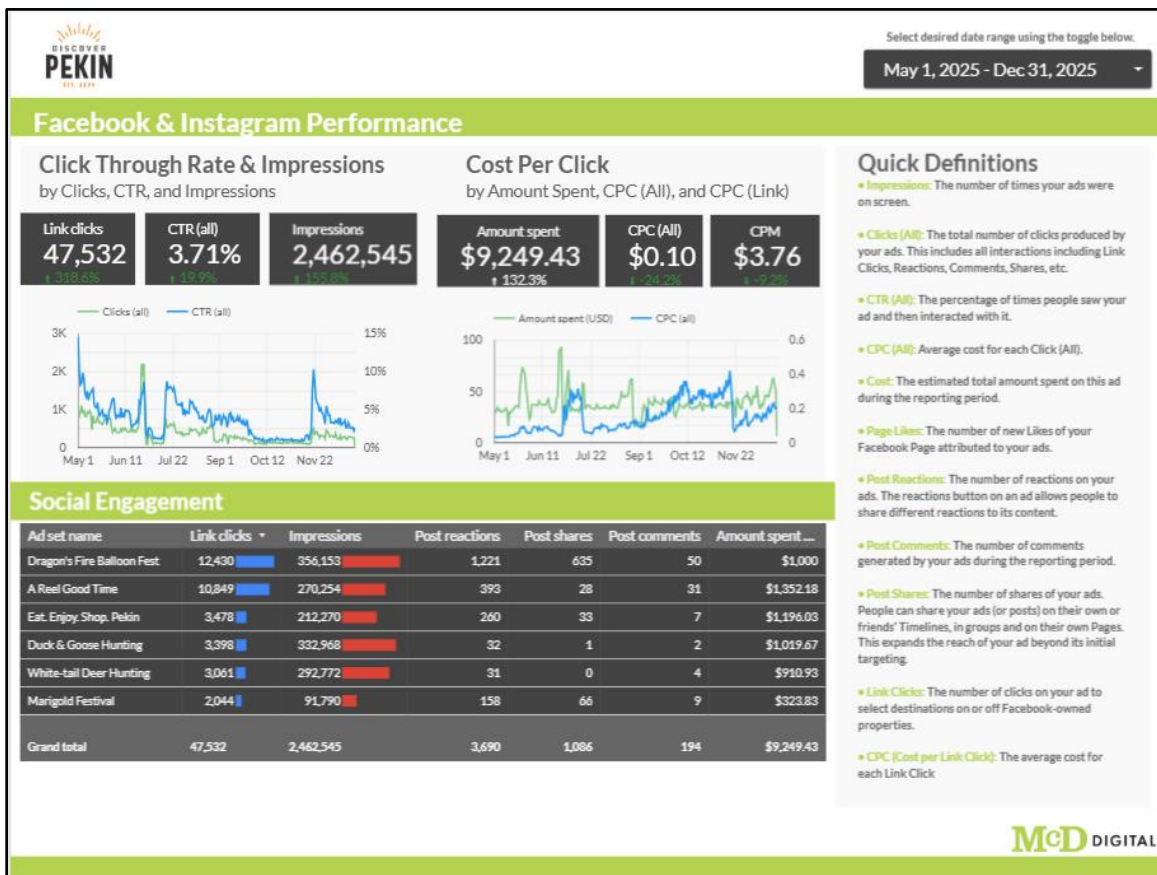
Discover Pekin Marketing Plan Renewal FY27

2025 Year in Review

2025 was an extraordinary year for the Discover Pekin brand. Besides continuing the steady social media organic and paid feed ad campaign, we completed the following tactics:

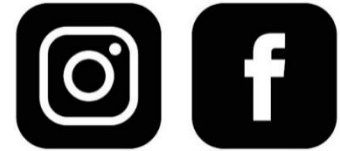
- Community Guide for distribution at hotels, attractions and area employers
- Addition of a Google display advertising to greatly expand awareness of Discover Pekin attractions and events
- Expansion of photo and video library (in conjunction with economic development campaign)

This year, we reached a larger overall audience! The average CTR is up year-over-year, with 318.6% more clicks to the Discover Pekin website and higher impressions, indicating greater awareness of your destination. The CPC stayed low at \$0.10, and the average CTR was high at 3.71%. Both metrics outperform the industry benchmarks by a considerable amount!



Who did we reach?

The Chicago and Peoria-Bloomington DMAs were your top locations for clicks, which makes sense given the mix of overnight-market and day-tripper-market targeting ads. The most represented age groups were 55-64 and 65+, with 50.6% of clicks. Unsurprisingly, 97.1% of clicks came from mobile devices.



Facebook/Instagram Feed Advertising Campaign

To build on the success achieved in the past year, we will continue to use digital marketing to create powerful campaigns that uphold the Discover Pekin brand, leave a lasting impression, and highlight your key attractions and community attributes, thereby attracting more visitors, residents, and businesses.

- **Pekin-Specific Topics**
 - Events: Marigold Festival, Winter Wonderland/Christmas on the Court, Summer Downtown Concert Series
 - Things to Enjoy: Parks, expanded shopping, dining, fishing and hunting, history, the fine arts, and local sports.

Our writers and designers love to push the edge of creativity, but at the heart of it, they're all storytellers. They love to capture and see destinations like Pekin come to life and shine with creative assets that depict authentic stories and experiences that spread like wildfire.

Geotargeting:

Day Tripper Markets: A 30-mile radius around Pekin, along with nearby areas like Galesburg and Bloomington-Normal, which are close enough to attract day-trip visitors. The goal is to encourage local residents to attend live music shows and community events, and to shop or dine at Pekin's small businesses!

Overnight Markets: To attract overnight visitors to Pekin, we will focus on areas 2.5 to 4 hours away, such as Chicago, Dubuque, the Quad Cities, St. Louis, and Paducah, KY. We will emphasize the unique experiences they can enjoy here that are unavailable elsewhere!



The Need for Digital

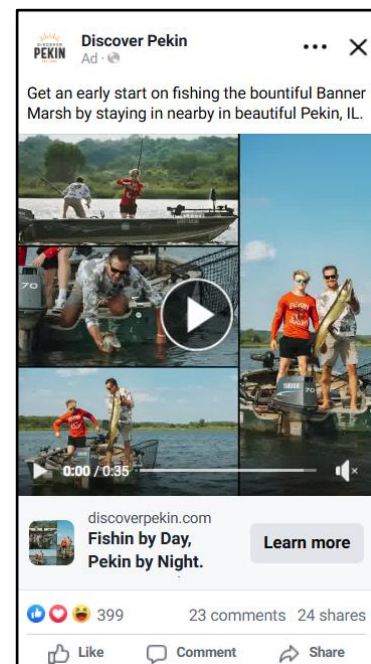
87% percent of travelers use the internet for the bulk of their travel planning! This statistic underscores why it is so critical that Pekin continue to invest in digital advertising to reach more people as they research and plan weekend stays and potential new places to live or start a business.

Because we are targeting the Gen X, Millennials, and Gen Z age groups, we are proposing to continue the use of Facebook ads to help boost visitor awareness about all the attractiveness of the Pekin Area.

We'll target the right people.

Narrowing down the right demographics for the potential visitors and new residents you want to reach is key to a successful campaign. We can target your audience using the following criteria:

- Age: Gen X, Millennials and Gen Z
- Keyword topics: Focus on outdoor activities, community events, golf, shopping, food and drink.



Google Ads Display Advertising

Tactics:

Focused use of pay-per-click (PPC) advertising across the Midwest via Google Display Ads. Google Display reaches a vast audience at a very affordable cost per impression and cost per click, acting as “digital billboards” to effectively target your most relevant audience.



We Help You Target the Right People.

We consider the demographics of the potential visitors you want to reach with your ads on the Google Display Network and select criteria based on your audience's interests.


We will target by:

- Location
- Age
- Device
- Language
- Interests

We Design Engaging Ads



Cath and Relax

 Fish at scenic Banner Marsh and stay nearby in welcoming Pekin IL where relaxation begins. 

- Clicks: **22,825**
- Impressions: **787,994**
- Amount Spent: **\$3,237.90**



Holiday Shopping in Pekin, IL

- Clicks: **4,794**
- Impressions: **414,774**
- Amount Spent: **\$1,244.20**

We Help Boost Your Ads Quality Score.

Your quality score is an estimate of how relevant your ads, keywords and landing pages are to a person seeing your ad on Google based on their interests. We review the topic, intent and audiences, then provide recommendations for your ads and landing page content.

CPC vs. CPM: We determine if you should pay on a cost-per-click (CPC) or cost-per-impression (CPM) basis.

Daily Budget: We set the maximum amount you want to spend each day and monitor it to determine whether a higher or lower budget is needed over time to meet your goals and PPC best practices.

Bid Price/Daily Spend Per Ad Set: Bid prices fluctuate often. We set bid rates and monitor your average CPC to determine when a bid rate needs to change or if a budget change is needed for the campaign.

We Review and Improve Campaign Performance.

We manage your ad account to effectively reach your target audience by monitoring your campaign performance, ads, and targeting and adjusting continually throughout each month.

We will:

- Provide you with detailed website metrics and reports from your Google Analytics dashboard and deliver basic data about your ad results, including impressions and clicks.
- Review specific time periods to learn how your ad performance has evolved and when your ads perform best and adjust accordingly.
- Identify ads with the highest performance and review their target audiences to determine which segments are most receptive to your message.
- Determine if budget increases or decreases are needed.
- Determine if additional targeting methods are needed to best meet your goals.
- Review placements that generated the most ad views and determine if any keyword/audience changes are needed, including adding negative keywords to reduce unrelated searches that may affect your bounce rate and click costs.

Potential Topics for Google Ads

- Hunting and fishing
- History
- Food
- Shopping
- Outdoors
- Parks
- Golf
- Sports
- Events/Festivals

Estimated Monthly Google Ads Display Performance *(Based upon market targeting & budget below)*

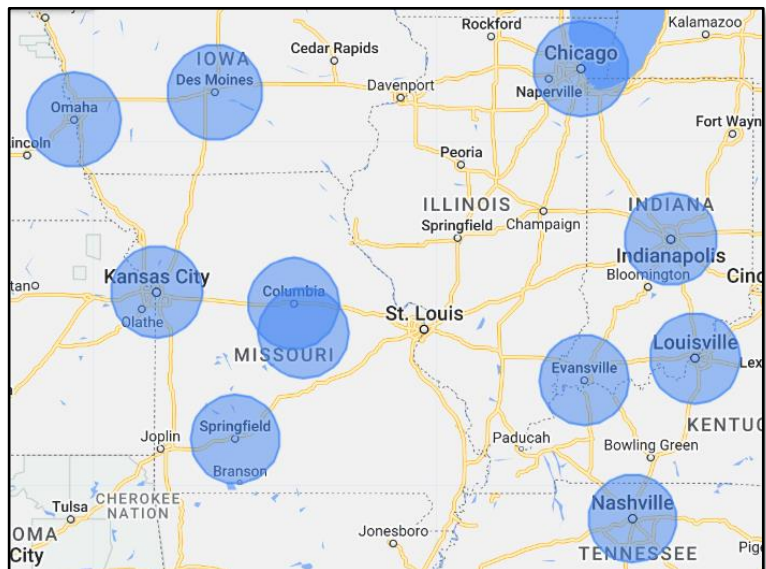
- 3,100 – 12,000 clicks/month – from historical data

Targeting:

Golfers; Hunters; Food & Dining; Travel; Family Vacationers; **Crafters/Festival Goers**; Shoppers; Music Lovers; Outdoor Enthusiasts, Historians, Sports Team/League Management and Parents

Geography:

- Overnight markets: Omaha, NE; Kansas City, MO, Chicago/Suburbs, IL; Springfield-Columbia-Jefferson City, MO; Louisville, KY, Indianapolis, IN; Des Moines, IA; Evansville, IN, Nashville, TN





Facebook/Instagram Digital Marketing 2026/2027

Timeline: May 2026 – December 2026; February (Restaurant Week); March – April 2027
(11 months)

Creative Design & Copy Development..... \$4,500
- 1 Ad Set Development each quarter

Digital Management(\$500/month) \$5,500
- Dedicated Digital Marketing Specialist
- Daily Spend Monitoring
- Performance Optimizations
- Monthly Performance Reporting

Click Budget (Direct to Meta)..... (Approx. \$1,100/month) \$12,100

Total Facebook/Instagram Investment: \$22,100

6-MONTH GOOGLE ADS BUDGET: 2026

Timeline: July – December 2026 (6 months)

Monthly Digital Advertising Management(\$500/month) \$3,000
- Monthly PPC Campaign Performance Report
- Website Content Recommendations (as needed, related to ad performance)
- Bid Adjustments related to keywords, competition, positioning, impression share, etc.
- Ad Copy Adjustments
- Google Accounts review related to ads program

Recommended Monthly Click Budget (approx. \$1,000/month) \$6,000
Billed Directly to Google

Ad Development (Copy & Art) \$2,200

Total for 6-Month Google Campaign \$11,200

Total Digital Advertising \$33,300

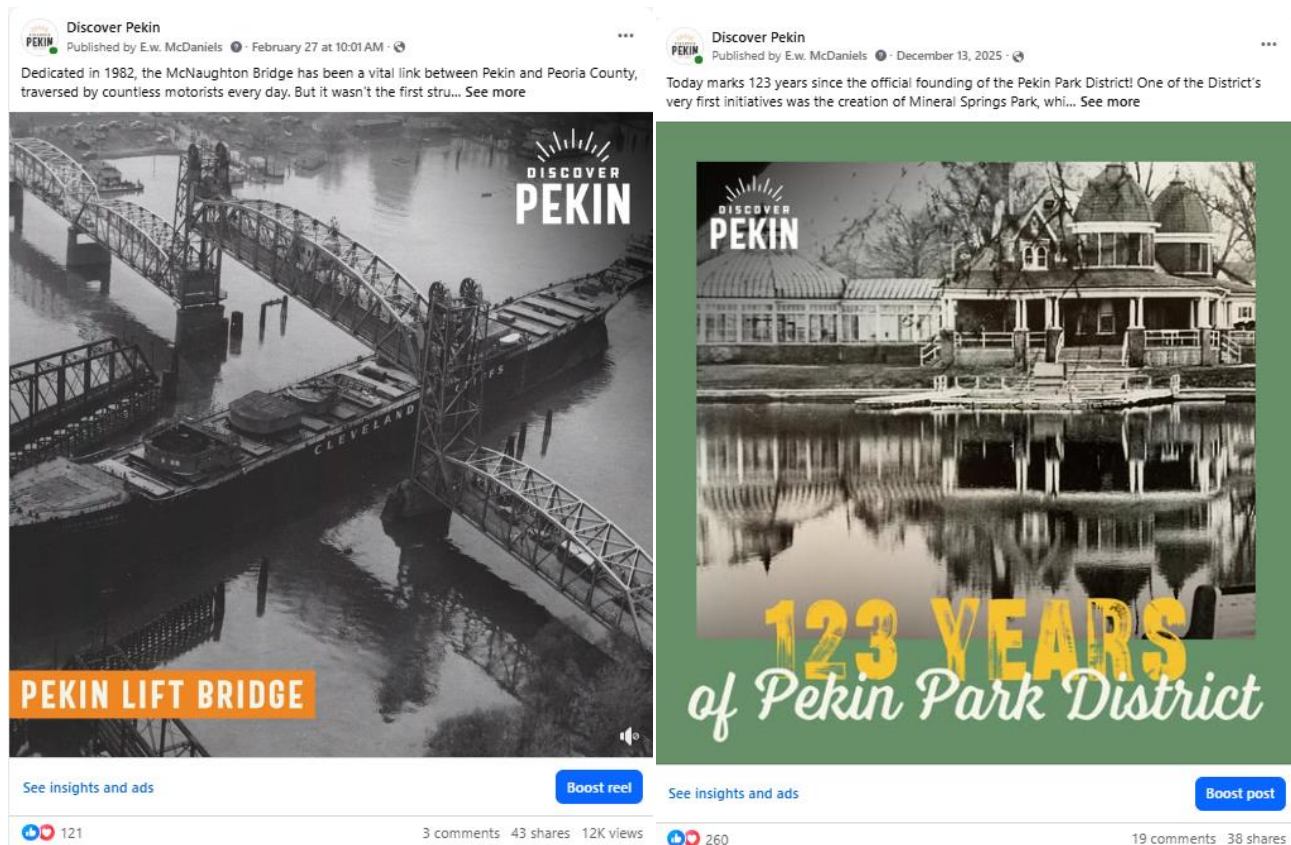


Intern Activities/Organic Social Media and Marketing Support

McDaniels Marketing has been supporting the marketing efforts of Discover Pekin with a dedicated intern staffing solution to perform the following tactics:

- Creative development and management of 8 organic social media posts per month on average (based on event schedule and season)
 - Targeted boosted as needed throughout the month
- Support at events: Summer Downtown Concert Series, Marigold Festival, Christmas on Court/Winter Wonderland
- Special projects such as flyers, event cards/postcards and posters

Organic posting on the Discover Pekin Facebook and Instagram pages is essential for fostering authentic engagement with the local community and attracting visitors. By sharing regular, relevant content that highlights Pekin’s unique attractions, events, and local businesses, these platforms can build stronger connections with residents and potential tourists. Organic posts help create a sense of belonging, encourage word-of-mouth marketing, and improve brand visibility without relying on paid advertisements, making them a cost-effective and sustainable way to promote the city and its offerings.





Intern Activities Budget 2026/2027

Timeline: *May 2026 – April 2027 (12 months)*

Intern Activities/Wages \$7,900 (based on actual time spent in FY26)

- Dedicated Intern for planning and development of organic social content
- Posting/scheduling of organic social content to the Discover Pekin page
- Support and promotion of Discover Pekin events
- Any special additional projects, including creative development

Administrative Management Fee \$250/month \$3,000

- Fees associated with the management and oversight of intern projects by McD senior staff

Boosting Budget (Direct to Meta).....(Approx. \$150/quarter) \$600

Total Intern & Organic Social Investment: \$11,500

Website Maintenance of DiscoverPekin.com

Due to the popularity and widespread use of the WordPress platform, the WordPress core system routinely releases version updates. Installing the updates is necessary to minimize malware infiltration. Participating in a maintenance program will ensure updates are made routinely. McDaniels will work to remove any malicious files if a website breach occurs.

- Regular WordPress updates as required by the WordPress platform
- Priority e-mail support
- Additional training and phone support post-launch
- Consultation for website improvements post initial site launch
- New Content consultation and buildout
- Some limited SEO
- Website “quick fixes” – include items that can be fixed/tweaked/created in under 15 minutes

Investing in SEO

Your SEO program will operate quarterly. This is a collaborative program where we will work side by side with your team. At the start of each quarter, goals will be established for completion targets. Activities will be based on the monthly hours set for your program. Some activities take longer than others, and therefore, some targets could extend into the following quarter. A quarterly report will be submitted for your review at the end of each quarter.

Areas of Optimization an SEO program can include*:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Enhanced content development for new or expanded topics • AI Response tracking (visibility/source) • Hummingbird page adjustments as needed • Keyword phrase improvement on identified content pages with additional deeper content where necessary • User experience and user interface adjustments • Updated custom-written Title and Meta Description tags • Custom keywords • <H> tag adjustments • Quarterly report development and analysis with Google Analytics and Search Console | <ul style="list-style-type: none"> • Input of image alt tags • Online directory submission for Business Profile • Link building (Internal and external) • Competitive Intelligence and industry benchmarking • Technical optimization • Responsive adjustments • Page load times • XML sitemaps • Broken link checks • Schema Markup • Backlinking • GEO content development and programming • Quarterly Blog writing |
|--|--|



Completions This Past Year

1. Added events
2. Posted new podcast episodes
3. Optimized page title tags
4. Edited on page content
5. Adjusted site readability
6. Conducted keyword research
7. Added sponsors to the concert series page
8. Optimized page meta descriptions
9. Assisted in event styling and added button
10. Completed edits to the "Things to do" page
11. Addressed ranking error with outdated events
12. Conducted site audit for optimizations
13. Corrected error with directory listings
14. Added AIO data to analysis
15. Updated images throughout the site
16. Properly sized images throughout the site where needed
17. Updated homepage event feed
18. Added missing images to blog posts
19. Cross-posted events to site and Facebook
20. Updated homepage slider
21. Conducted readability test and updated header sequencing
22. Updated the Christmas on Court event page
23. Added missing meta descriptions
24. Added new business listings to the directory
25. Prepared reports for each quarter for client to review
26. Posting new digital guide to the site
27. Scheduled upcoming events
28. Updated Pekin Christmas Extravaganza landing page for optimizations
29. Replaced duplicate meta descriptions
30. Resolved caching issues with site speed

Total Maintenance & SEO

Timeline: *May 2026 – April 2027 (12 months)*

(6) SEO/Maintenance Hours per Month (70 total hours)\$875/month: \$10,500

*Note: The Areas of Optimization section is a comprehensive list of potential optimization activities. Items will be identified based on priority and executed. This section does not imply that every activity will occur within a month or within the 1-year contract. The City of Pekin retains full rights to all content developed by McD Digital.





Website Hosting for DiscoverPekin.com

By hosting with McD Digital, you'll have peace of mind knowing that your website is being maintained and kept safe. We keep your website updated, backed up in the event of a catastrophe, and secure from malware and hackers.

Our WordPress hosting plan comes standard with the following features:

- Daily Backups (web servers replicated throughout the United States)
- Daily Malware Scans & Free Removal of Malware if Site Becomes Infected
- Monthly WordPress Software, Plugin, & Theme Updates
- Monthly Report of Updates/Work Completed
- Security Configuration
- Speed Optimization

WordPress Hosting \$150/month: \$1,800/year

Website Accessibility Remediation Service

The accessibility experts at McDaniels Marketing work with you to better protect and grow your business with ADA and WCAG 2.2 conformance every step of the way.



1. Audit

- **Automated testing** with the same tools used by law firms to target websites
- **Manual Testing** with Screen Reading Software

2. Remediate

- **Code:** Our developers fix
- **Content:** We fix or guide your team
- **Testing:** No business disruption potential
- **Deployment:** Assist your team in applying changes
- **Accessibility Statement**

3. Document

- **Scans:** Extensive reporting from both before and after the project
- **Screen Reader Video:** to demonstrate that critical access barriers have been removed

4. Train

- **1-Hour Training Session**
- **Documentation:** Supplemental materials
- **Dev Talks:** Ongoing opportunities to talk directly with developers

5. Monitor & Support

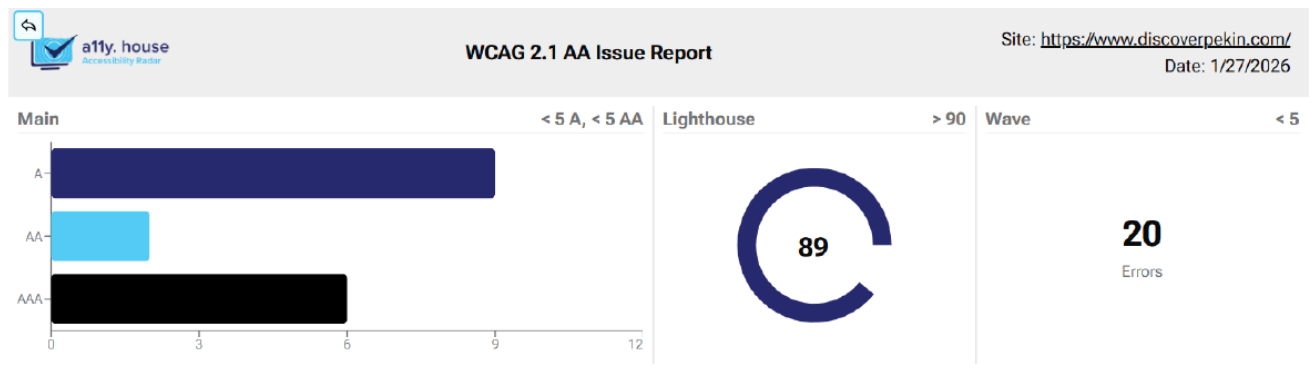
- **Automated:** Scans once monthly to ensure ongoing risk mitigation.
- **Manual:** Manual testing is available on an ongoing basis

Targeted Manual Audit and Remediation

This process involves manually auditing the critical views of your website to confirm and then remediate any potential barriers that may prevent a disabled person from accessing the content of your website. Once remediated, we will develop a video recording of screen-reading software being used to navigate through these views. This demonstrates that the site is accessible to individuals with disabilities and that there are no barriers so severe as to prevent someone with a visual impairment from transacting on the website.

Between the “before and after” audit showing fixes and a video of a real person navigating the site, you will be well protected from any potential lawsuits.

Automated Scans



9 Level A	# Pages
▷ Links must have an accessible name.	20+
▷ The visual label must appear in the accessible name of links and controls.	20+
▷ Several links on a page share the same link text and surrounding context, but go to different destinations.	20+
▷ Indicating links using only a text color change does not work for color-blind users.	20+
▷ Use HTML headings instead of applying CSS heading styles to non-headings.	6
▷ An image with a null alt attribute should not have title, aria-label or aria-labelledby attributes.	20+
▷ Don't use CSS animations that run for more than 5 seconds without giving the user a way to turn them off.	20+
▷ alt text should not contain placeholders like 'picture' or 'spacer'.	20+
▷ Document title must not be blank.	2
2 Level AA	# Pages
▷ Ensure that text and background colors have enough contrast.	20+
▷ The CSS outline or border style on this element makes it difficult or impossible to see the link focus outline.	20+

Ongoing Support & Accessibility Training

After your site’s accessibility remediation, our web accessibility training ensures your team is equipped to maintain the website with confidence. Tailored to fit your unique role and needs, giving you actionable guidance that aligns with your daily responsibilities.

- **Personalized Training Sessions:** Tailored to your specific role, covering the key aspects of accessibility that matter most for your work.
- **Interactive Q&A:** Engage directly with the developer who worked on your project to address questions and dive deeper into practical applications
- **Training Video Access:** A recording of the training is provided for easy reference and onboarding of new team members.
- **Supplemental Resources:** Additional materials ensure continuity and clarity as your team grows, keeping everyone aligned with accessibility best practices



Accessibility Radar

Our monthly monitoring service, the Accessibility Radar (a11y.Radar), is built to identify new accessibility issues early before they become a liability. Every month, a11y.Radar scans your website using the same tools meticulous law firms use to identify potential accessibility gaps for quick litigation, and delivers a detailed report that keeps you informed about your site’s accessibility and helps you stay a step ahead.

- **Monthly Scans:** Consistent, automated scans to maintain ongoing ADA conformance.
- **Outstanding Issues Reports:** Monthly reports offering in-depth insights into new or unresolved issues.
- **Real-Time Dashboard Access:** An intuitive, user-friendly dashboard for tracking your progress.

Accessibility Risk Mitigation Program

Full-Service Risk Mitigation

Classic Model	\$5,000
(Includes all 5 ADA Risk Mitigation Steps, project coordination, and CMS integration)	

Monitoring

Quarterly Accessibility Radar	\$99/Scan
Scan Total	\$396

Total ADA Compliance	\$5,396
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FY27 Tourism Marketing Budget (Option I)

Digital Advertising (Meta and Google)	\$33,300
Intern Support.....	\$11,500
Website SEO and Support.....	\$10,500
Website ADA Risk Mitigation & Compliance	\$5,396
Website Hosting.....	\$1,800
Grand Total – Option 1	\$62,496

2026/2027 Tourism Marketing Budget (Option II)

Digital Advertising (Meta Only).....	\$22,100
Intern Support.....	\$11,500
Website SEO and Support.....	\$10,500
Website ADA Compliance	\$5,396
Website Hosting.....	\$1,800
Grand Total – Option 2	\$51,296

Approval _____ Date _____ Option _____

*NOTE: Each activity is limited to a set number of hours. Quoted price is valid for 60 days and E.W. McDaniels, Inc. (dba McD Digital) reserves the right to submit a new estimate for any change in specifications. This estimate is based on a set number of project hours. If this allotment of time is exceeded, additional hours are available to be approved and invoiced. 60 days of notice are required for cancellation of this contract. All time and cost to date will be invoiced upon cancellation. By signing this document, persons whose signatures appear attest that the terms set forth in this agreement have been read and understood completely and that they agree to the terms and conditions of this proposal. The City of Pekin will own the rights to all art and copy produced on their behalf by McD Digital and the rights to use (but not resell) website programming or other technology developed as well. McD Digital requires payment within 30 to 45 days of invoice date.





REQUEST FOR COUNCIL ACTION

Agenda May 4, 2026
Date:
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Tourism Grant for Sunset Hills Best Ball Invitational

DESCRIPTION: Staff received a request from Sunset Hills Best Ball Invitational for the City's support of their event this year. The Sunset Hills Bestball has players that come back each year from 12+ states and even had someone fly-in from Dubai a few years ago. A full field of golfers in the tournament is 196 players. For about the last 7 years, they have had a waiting list to get in — as many as 28 2-person teams turned in an entry but didn't make the tournament because of time each day. The tournament dates this year are July 23-26. Information about sponsorship levels is attached.

While the sponsorship list for this fiscal year has already been set by City Council, the City could still award a tourism grant for this event. Per the City's regulations for tourism grants, the applicant will need to submit a grant application and supporting documents after the event. However, the Tourism Committee is welcome to make a motion to approve a grant of 1/3 of eligible expenses up to \$1,500 contingent upon submittal of such documentation after the event.

SUNSET HILLS BEST BALL INVITATIONAL

SPONSORSHIP OPPORTUNITIES

We are a non-profit organization currently applying for 501(c)(3) status, EIN 85-0567327

Sponsorships help us award the Robert B. Monge Scholarship to a PCHS graduate(s), make a donation to charity on behalf of the Community Hero Award recipient, and continue to foster the best amateur golf competition in the area.

All levels of sponsorships will have their logo displayed on our website until June 1 the following year, social media recognition via our facebook and twitter page, and vocal recognition at the Participants Dinner. Additional recognition is categorized below.

Legends Level (\$100)

Claret Jug Sponsors (\$250)-Choose 1

Pre-Tournament Putting Contest

- 18 x 24 Signage with logo at Wednesday Event
- Vocal Recognition at Participants' Dinner during winner announcement

Pre-Tournament Closest to the Pin Contest

- 18 x 24 Signage with logo at Wednesday Event
- Vocal Recognition at Participants' Dinner during winner announcement

Pre-Tournament Long Drive Contest

- 18 x 24 Signage with logo at Wednesday Event
- Vocal Recognition at Participants' Dinner during winner announcement

Medalist

- 18 x 24 Signage with logo at Wednesday Event
- Vocal Recognition at Participants' Dinner during winner announcement

Ball Spotter

- 12 x 18 Signage with logo on 1 hole for all 4 days

Wanamaker Sponsors (\$500)-Choose 1

Closest to the Pin

- 18 x 24 Signage with logo on one of the par 3s all 4 Days
- Vocal Recognition at Post tournament awards ceremony

½ Range Sponsor

- 36 x 48(shared with 1 other sponsor) Signage with logo on practice range for all 4 days

½ Entertainment Sponsor

-3' x 8' (shared with 1 other sponsor) Banner with logo displayed during Wednesday event and Dinner Dance

-Vocal recognition prior to introduction of entertainment

½ "Round on Us" Sponsor

-192 Business cards with logo (shared with one other sponsor) that is redeemable by participant for 1 drink (1 given to every player)

Green Jacket Sponsors (\$1000)-Choose 1

Entertainment Sponsor

-3' x 8' Banner with logo displayed during Wednesday event and Dinner Dance

-Vocal recognition prior to introduction of entertainment

Range Sponsor

-36 x 48 Signage with logo on practice range for all 4 days

"Round on Us" Sponsor

-192 Business cards with logo that is redeemable by participant for 1 drink "on you" (1 given to every player)

-Vocal recognition at Participants Dinner

Championship Level (\$1500)

Champion Sponsor

-3' x 8' Banner with logo displayed on 1st Tee all 4 days and during all social events

-Flight Champions picture taken in front of banner and posted on website and social media

The Best Ball Committee thanks you for your consideration

Questions? Call Justin Clark @ 217-390-7779 or email questions and logo to sunsethillsbestball@gmail.com

Checks payable to:

Sunset Hills Best Ball Invitational
C/O Justin Clark
2204 Cordova Ct
Pekin, IL 61554

Mike Drally

309-202-2400