



REGULAR TOURISM COMMITTEE MEETING
MONDAY, JULY 6, 2026
5:00 PM

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting on May 4, 2026

4. Public Input

5. Reports

5.1. City Event Updates

5.2. Discover Pekin Search Engine Optimization (SEO) and Digital Advertising Report

6. New Business

6.1. Ideas for Landscaping / Other Contractual Services

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, MAY 4, 2026 AT 5:00 PM**

Call to Order

The Tourism Committee Meeting was called to order at 5:00 p.m. by Chairperson Melanie Matthews.

Roll Call

Present: Emily Lambe, Amy McCoy, JoElle Master, Mel Matthews, Shawn Powers, Cindy Galyean

Absent: Carrie Dewitt

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

Galyean moved to approve the Tourism Committee minutes from February 16, March 2, and March 10, 2026, seconded by Powers. Motion approved by voice vote.

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

Public Input

None

Reports

5.1. City Event Updates

Chairperson Matthews reported fifteen confirmed balloons for Balloon Fest this June and noted several more sponsors are needed for the event. Event posters

and sponsorship information were distributed at the meeting. Amy McCoy is working on all events and securing permits.

5.2. Discover Pekin March PPC Report

McDaniels Marketing presented its annual report. Copies were distributed prior to the meeting. Most notably, social media performance accelerated this past year, with 52,000 clicks.

New Business

6.1. Recommendation to Approve the Fiscal Year 2027 Tourism Marketing Plan with McDaniels Marketing

Powers moved to recommend the FY27 Tourism Marketing Plan renewal with McDaniels Marketing for \$62,496.00, seconded by Galyean. Motion approved by voice vote.

This item will go before City Council for approval on May 11, 2026.

6.2. Tourism Grant for Sunset Hills Best Ball Invitational

Powers moved to approve a \$1,500 sponsorship for the Sunset Hills Best Ball Tournament, seconded by McCoy.

Members of the Best Ball Committee spoke about the event and presented sponsorship opportunities. McCoy noted that it's one of the largest events in Pekin and draws people from outside the area.

Motion approved by voice vote.

Any Other Business to Come Before the Committee

McCoy reported that Pekin Day at the Peoria Chiefs is scheduled for June 4, 2026.

Adjourn

Powers moved to adjourn the meeting at 5:52 p.m., seconded by Galyean. Motion approved by voice vote.

Quarterly SEO & Website Performance Summary

Reporting Period: April 1 – June 30, 2026 compared to April 1 – June 30, 2025

Overall, the website showed strong improvements in organic search visibility and search performance year over year. The data indicates that the site is reaching more users through search engines, appearing for more relevant search terms, and maintaining strong visibility on Google's first page of results.

Understanding Organic vs. Total Traffic

Organic traffic refers to visitors who found the website through unpaid search engine results. This does not include paid advertisements, sponsored placements, or users who accessed the site from a direct link.

Total traffic includes all website visitors, whether they arrive through organic search, paid campaigns, direct links, social media, referrals, or other sources.

Because organic traffic reflects users actively searching for related services or information, it is often the most valuable indicator of SEO performance and long-term online visibility.

Organic Search Growth

One of the most positive trends during this reporting period was the growth in organic keyword visibility.

The website experienced a **35% increase in organic keywords**, meaning it now appears in search results for significantly more search terms than it did during the same period last year.

This growth demonstrates that search engines are recognizing the site's relevance across a broader range of topics and user searches.

Average position improved by 34%, reaching an **average ranking position of 8**.

A position within the top 10 search results is particularly valuable because it places the website on the first page of Google search results, where the vast majority of users focus their attention.

Top Organic Landing Pages

These are the pages that receive the most traffic from organic search results and represent the content that is performing best for search visibility. Understanding which pages attract the most organic visitors helps identify topics that are resonating with users and can guide future content and optimization efforts.

Impressions

An impression occurs whenever a user sees the website listed in search results, even if they do not click on it.

A useful way to think about impressions is like a billboard: users see the brand and content, creating awareness even if they do not immediately act.

Impressions decreased by 6%

AI Overview (AIO) Visibility

The report also tracks appearances within Google's AI Overview (AIO) feature.

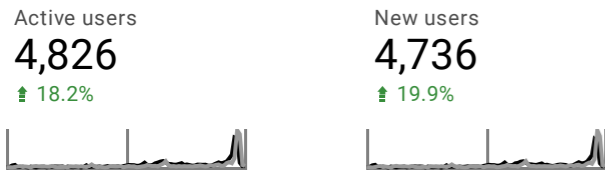
AI Overviews are becoming increasingly important because they appear prominently at the top of search results, often before traditional organic listings and sometimes even before sponsored advertisements.

Key observations include:

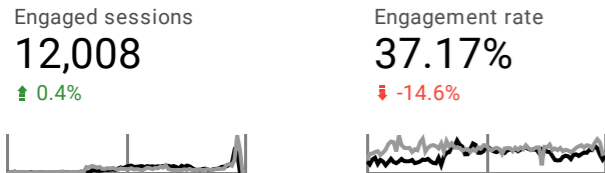
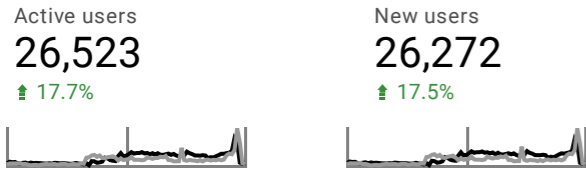
1. There was a temporary decline in AIO appearances during May.
2. Visibility rebounded in June we plan to trend upward.
3. As Google's search experience continues evolving toward AI-driven answers, visibility within AI Overviews represents an important opportunity to maintain and expand online exposure.

Web Overview

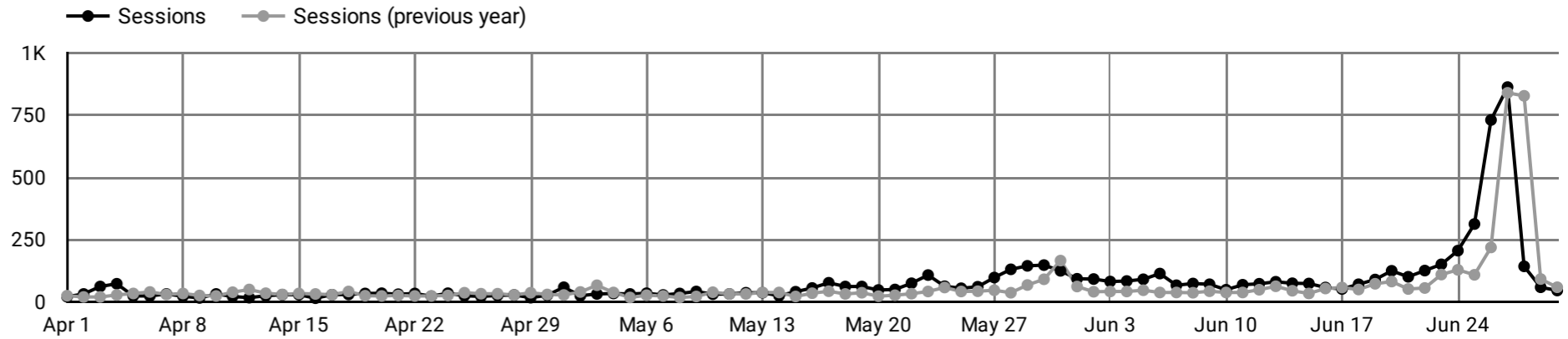
Organic Traffic



Total Traffic



Organic Sessions Trending



Top Organic Landing Pages

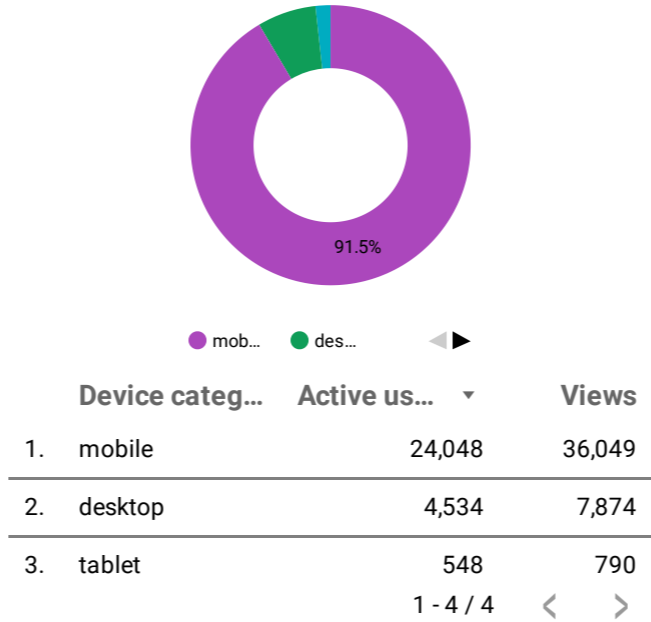
Page path	Views	% Δ	Active users	% Δ
/events/dragons-fire-balloon-fest/	3,768	31.9% ↑	2,030	21.1% ↑
/events/	1,108	185.6% ↑	760	168.6% ↑
/things-to-do/	451	-17.4% ↓	336	-22.0% ↓
/things-to-do/business-directory/	425	645.6% ↑	35	-18.6% ↓
/	401	-0.2% ↓	204	1.5% ↑
/event/spring-carnival-2/	398	213.4% ↑	271	201.1% ↑
/event/dragons-fire-balloon-fest-3/	288	-	199	-
/event/cdac-amusements-spring-carnival/	158	-	93	-

Visitor Locations

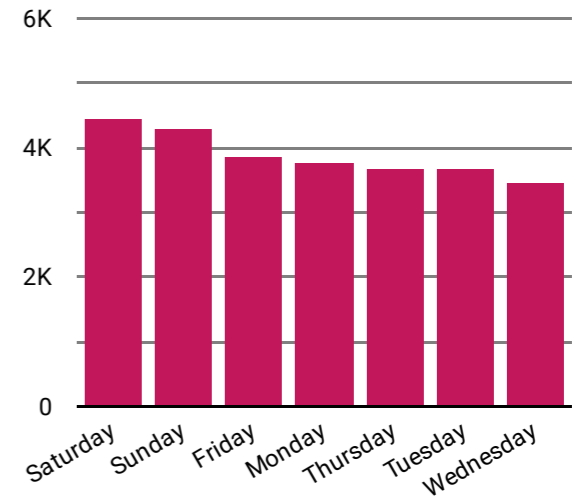
	City	Region	New users
1.	Chicago	Illinois	7,586
2.	Pekin	Illinois	1,045
3.	Peoria	Illinois	936
4.	East Peoria	Illinois	891
5.	Indianapolis	Indiana	793
6.	(not set)	Illinois	460
7.	Springfield	Illinois	383

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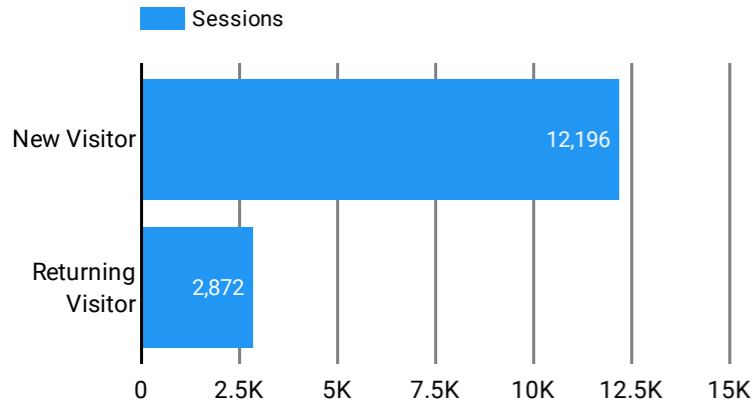
What device are people using?



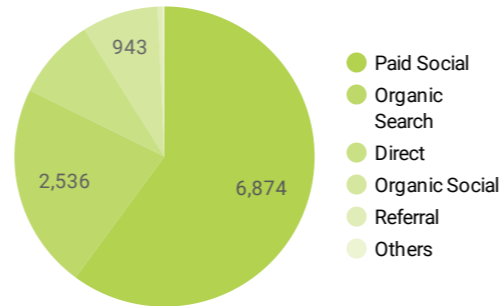
Popular Days



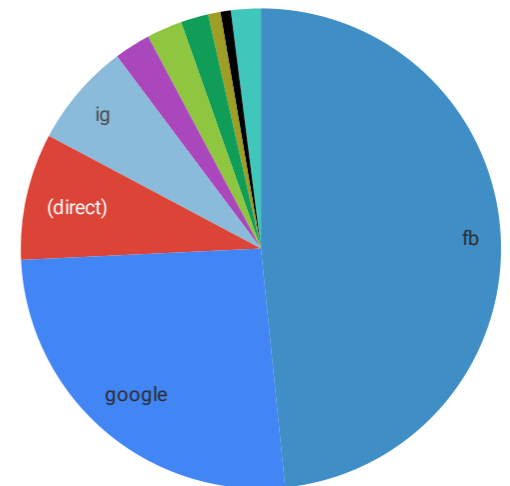
New vs Returning Visitors



How people found your site:



Source Medium



Organic Keywords
2,281
 ↑ 35.1%


Site CTR
1.5%
 ↑ 35.1%

Impressions
394.2K
 ↓ -5.6%

Average Position
8.0
 ↓ -34.6%

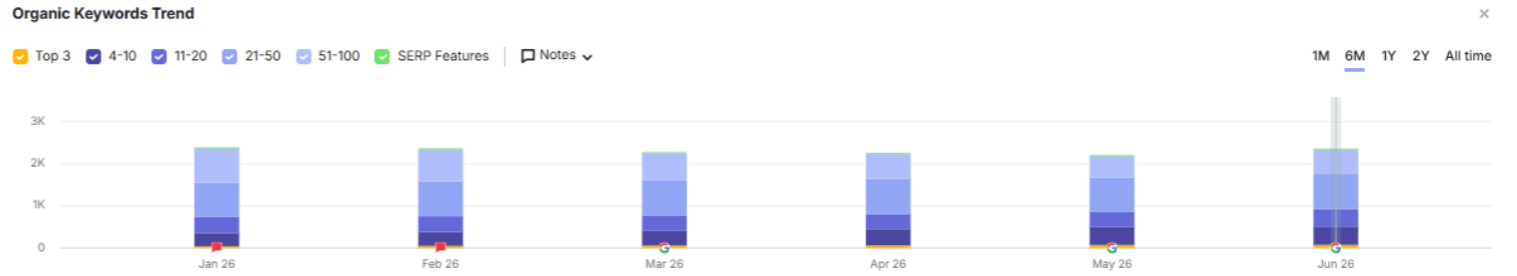
Clicks
5.8K
 ↑ 27.5%

Keywords by Intent

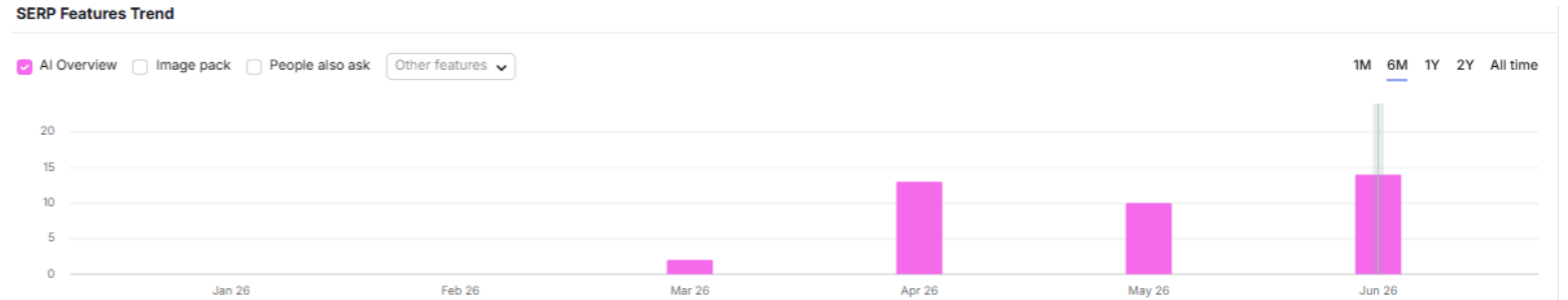


Intent	Percentage	Keywords	Traffic
Informational	41%	1.3K	1.6K
Navigational	22.4%	703	602
Commercial	14%	440	403
Transactional	22.7%	713	590

Organic Keywords Trend



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 hot air balloon festival	217	346	62.72%	1.11
2.	pekin balloon festival	179	324	55.25%	1.18
3.	dragons fire balloon festival peki...	121	234	51.71%	1.12
4.	dragons fire balloon fest	107	174	61.49%	1.05
5.	dragon's fire balloon fest	103	182	56.59%	1.05
6.	hot air balloon pekin il	96	124	77.42%	1.03
7.	pekin balloon festival 2026	63	117	53.85%	1.15
8.	balloon festival pekin il	48	61	78.69%	1.02
9.	dragon fire balloon fest	48	62	77.42%	1
10.	discover pekin	43	65	66.15%	1.14
11.	hot air balloon festival	41	315	13.02%	7.23
12.	pekin il hot air balloon festival	40	58	68.97%	1.26

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Quarter 2 Completions:

1. Added America 250 landing page
2. Updated event page
3. Keyword research
4. Dragon's Fire Balloon Fest report
5. Updated copy
6. Reviewed internal links
7. Updated business directory listings
8. Resized images

Quarter 3 Objectives:

1. Keyword/ topic research
2. Continue uploading podcast to the site
3. Evaluate opportunities and generate new content based on key word research, including new blogs, itineraries, and general page content updates.

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

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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June 2026 PPC Report



Facebook/Instagram Ad Creative

 **Discover Pekin**
Ad ·   

Marvel at nearly a dozen hot air balloons and enjoy food trucks and beverages during the Dragon's Fire Balloon Fest!



JUNE 26 & 27
HOT AIR BALLOONS • FOOD TRUCKS • FAMILY FUN
AVANTI'S EVENT CENTER

discoverpekin.com
Good Times Soar in Pekin! [Learn more](#)
Mark your calendar!

   1K 60 comments 394 shares

Facebook & Instagram Performance

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Link clicks

8,926

↑ 0.5%

CTR (all)

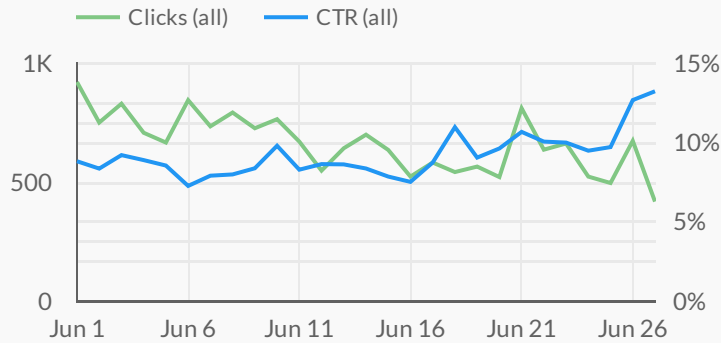
8.96%

↑ 26.5%

Impressions

199,743

↓ -16.0%



Cost Per Click

by Amount Spent, CPC (All), and CPM

Amount spent

\$994.57

↓ -6.8%

CPC (All)

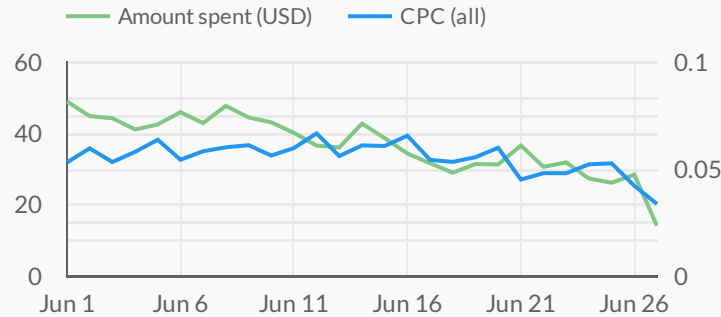
\$0.06

↓ -12.3%

CPM

\$4.98

↑ 11.0%



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

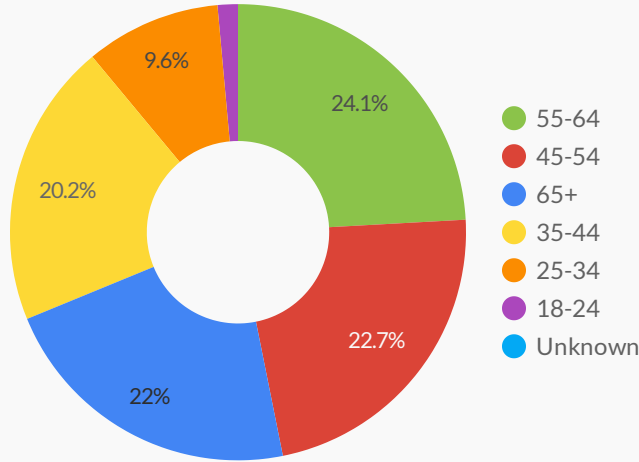
Social Engagement

Ad set name	Link clicks	Impressions	Post reactions	Post shares	Post comments	Amount spent ...
Dragon's Fire Fest	8,926	199,743	521	570	27	994.57
Grand total	8,926	199,743	521	570	27	994.57

Facebook & Instagram Demographics

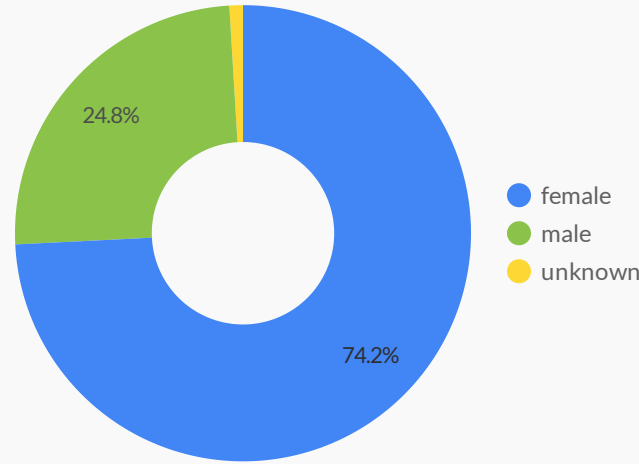
Age Breakdown

by Clicks



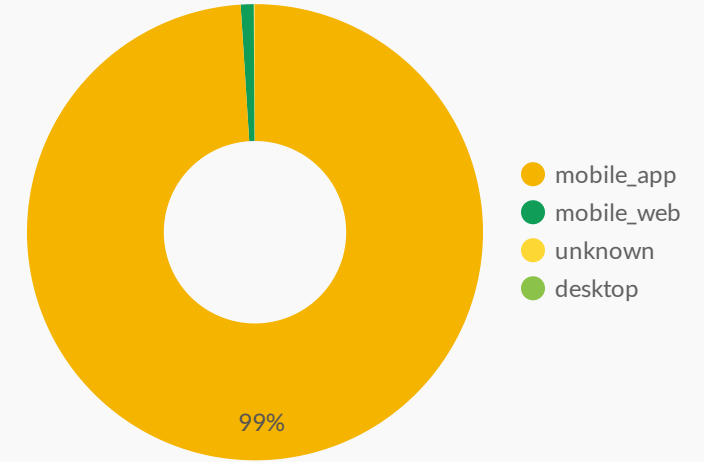
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by ComScore and Clicks

	Comscore market	Clicks (all)	Impressions
1.	Chicago, IL	9,022	99,591
2.	Peoria-Bloomington, IL	2,970	27,279
3.	Indianapolis, IN	1,894	21,835
4.	St. Louis, MO	1,123	15,496
5.	Springfield-Champaign, IL	902	10,299
6.	Rockford, IL	663	7,949
7.	Davenport, IA	451	6,719
8.	Unknown	246	2,929
9.	Madison, WI	228	2,616
10.	Paducah-Cape Girardeau-Carbond, KY-M...	139	1,449

Recommendations/Observations:

In June, we ran a feed ad called "Dragon's Fire Balloon Fest."

Overall, there were 8,926 link clicks, which increased by 0.5% and 199,743 impressions. This increased the CTR to 8.96%, which outperforms industry benchmarks! The CPC remained low at \$0.06 and was very cost-effective, and decreased by 12%.

For the feed ad, there were 521 post reactions, 570 shares, and 27 comments.

For geographical reach, most clicks came from Chicago, followed by the Peoria- Bloomington area. 24.1% of the audience was 65+, and 74.2% were female, and 24.8% were male.

Summary of Campaign Performance

Click Through Rate & Impressions

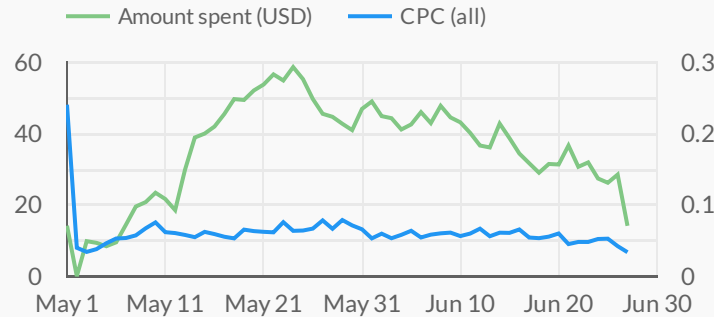
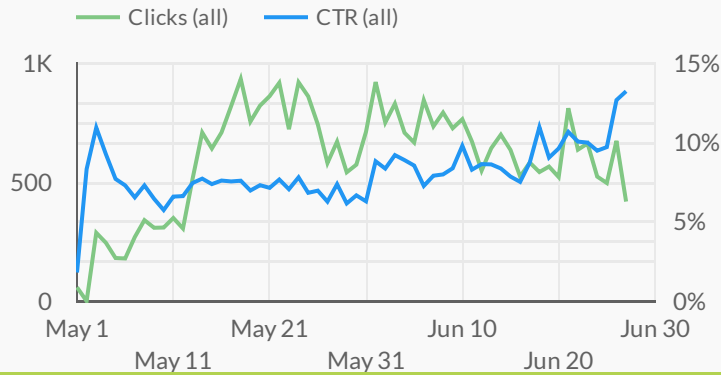
by Clicks, CTR, and Impressions

Link clicks 17,806 ↑ 100.5%	CTR (all) 7.94% ↑ 12.1%	Impressions 437,568 ↑ 84.0%
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Cost Per Click

by Amount Spent, CPC (All), and CPC (Link)

Amount spent \$2,061.81 ↑ 93.2%	CPC (All) \$0.06 ↓ -6.3%	CPM \$4.71 ↑ 5.0%
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Observations:

From May 1st to June 30th, we ran a feed ad called "Dragon's Fire Balloon Fest."

Overall, there were 17,806 link clicks and 437,568 impressions. This increased the CTR to 8.96%, which outperforms industry benchmarks! The CPC remained low at \$0.06.

For the feed ad in total, there were 1,309 post reactions, 1,269 shares, and 49 comments.

Social Engagement

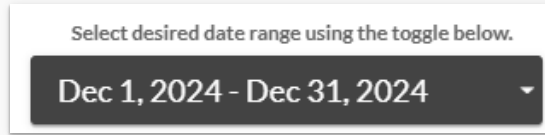
Ad set name	Link clicks ▾	Impressions	Post reactions	Post shares	Post comments	Amount spent (...)
Dragon's Fire Fest	17,806	437,568	1,309	1,269	49	\$2,061.81
Grand total	17,806	437,568	1,309	1,269	49	\$2,061.81

Industry Benchmarks

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

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REQUEST FOR COUNCIL ACTION

Agenda Date: July 6, 2026
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Ideas for Landscaping / Other Contractual Services

DESCRIPTION: The Tourism Fund budget included \$75,000 in Other Contractual Services, which was intended for landscaping and any other type of service relevant to tourism. Staff does not have a particular plan for these dollars other than some landscaping materials our Public Properties staff would buy. Staff is seeking the Committee's input on what we should use this money for.