

## Is it Fall Already?

Don Welch - President/CEO

I cannot believe that 2016 is winding down. This year has been full of new projects for the Convention and Visitors Bureau. As always, our mission is to promote the Peoria Area as a destination for visitors and to contribute to the economic growth of the communities we serve. We do this by constantly adapting to new marketing trends, channels and medium to engage with our target audiences.

Our EnjoyPeoria TV commercials, targeted at frequent travelers, is running in the Chicago suburbs and in movie theaters in Champaign, Joliet and St. Charles, Illinois. Area organizations that use this video to promote their businesses include the Greater Peoria Economic Development Council and Bradley University. Please view it [here](#). Another EnjoyPeoria production is our "Tourin' the Town" series. This series may be viewed on our [YouTube channel](#).

New creative events, that other community organizations are not currently producing, are always on top of our mind. We had a very successful Mardi Gras in May, which allowed us to showcase our fantastic riverfront to visitors in town for Bradley graduation. We received reports from several riverfront establishments that they experienced record sales on that day. We are looking forward to the 2nd annual Santa Cause 5k race. Last year more than 425 Santa Claus' participated in this new event. Advance registrations for the 2016 event are on pace to expand the participation. Food Truck Frenzy in Peoria Heights was another huge success with an outstanding attendance that also packed the Heights restaurants and bars. Our next community partnership event will take place in Pekin. Christmas on Court is going to be so much fun this year and we are very excited to be able to assist with this event.

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## From the Mayor

**"Washington continues to be very supportive of the CVB. The promotional material that Don and his team continue to provide for our region have been very successful."**



**Gary Manier**  
Mayor of Washington




ENJOY PEORIA WING WALK SIPS & BITES TOUR

ENJOY PEORIA CRAFT BEER HOP SIPS & BITES TOUR

JAVA JAUNT ENJOY PEORIA - SIPS & BITES TOUR

14 STOPS  
10 STICKERS  
1 GLASS

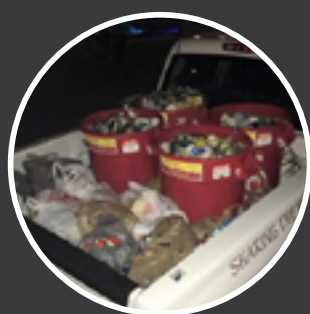
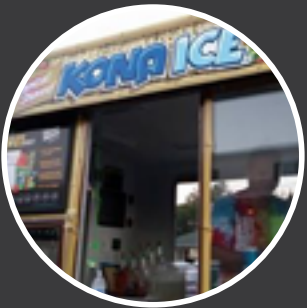
**SIPS AND BITES TOUR**

**Click here for more!**

ENJOY PEORIA ICE CREAM CRAWL SIPS & BITES TOUR

ENJOY PEORIA PIZZA PROWL SIPS & BITES TOUR

SWEET TREATS TRAIL ENJOY PEORIA - SIPS & BITES TOUR



## Food Truck Phenomenon!

People packed Heritage Square in search of good food on September 17 for the inaugural Food Truck Frenzy. They had a chance to try out tasty foods from eight different food trucks as well as enjoy great live music, peruse the business in Heritage Square and have a great time. The event also helped raise over 1,000 pounds of food for the Midwest Food Bank as well as allow a monetary contribution. This was truly a team effort and we want to thank the businesses and groups of Peoria Heights as well as the food trucks for making this first year such a success!

## Note from our CEO From Page 1

Marketing campaigns for local community awareness are always top of mind as well. We were asked to partner with the City of Peoria, Peoria Chamber of Commerce and Peoria County to get the word out about the benefits of shopping local. YouTube videos, social media, TV and radio commercials, media promotions and billboards are all a part of this campaign that is currently being executed. The Sips and Bites Tour is our ongoing awareness campaign that encourages our local residents to get out and patronize local food and beverage establishments in the communities we serve. This year-long campaign continues into 2017. If you have not done so already, visit [www.enjoypeoria.com/sipsandbites tour](http://www.enjoypeoria.com/sipsandbites tour) to download your own passports. In conjunction with the Peoria Civic Center Winterfest outdoor ice rink, the Civic Center and the PACVB have worked together to create a Winter Fun Pass that will give discounts to area attractions, restaurants and shops. Look for that to come out soon!

So, I guess what I'm trying to say is that we are excited to have the opportunity to promote our communities. We are buying commercial spots, targeting social media ads and placing print advertising in Chicago, St. Louis, Rockford, Champaign and many other areas we want to draw visitors in from. A happy and vibrant community starts with all of us and that's what will keep visitors coming back again and again.

WE   
OUR PARTNERS!

Thank you to our  
GOLD Partners  
Hotels at Grand Prairie!



Click the logos for more!

## ISAE “Invested” in PACVB Shark Tank

On September 26th, Enjoy Peoria sponsored the Illinois Society of Association Executives (ISAE)

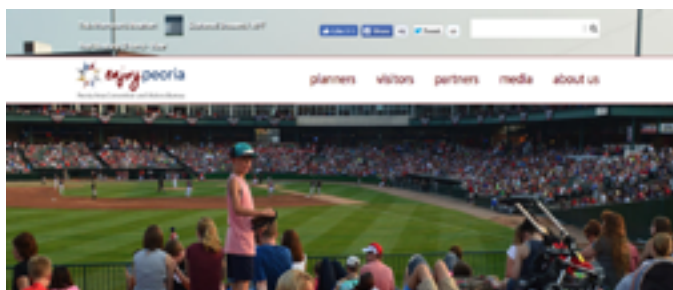
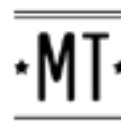


“Shark Tank” luncheon in Springfield, IL. The Peoria Area was well represented with 10 of our partners in attendance. Director of Sales Cory and welcomed and addressed attendees with all of the great news about the Peoria area.

The Illinois “association” market is extremely important to our hospitality industry. We’re proud to be annual sponsors and continue to support the organization. They continuously help generate new relationships and opportunities for our area partners.



## Groups Booked/Serviced in 3rd Quarter



**Page Views: 298,481**

**Visits: 149,235**

**Return Visits: 34,454**

**Experience Guide Views: 168**

**Experience Guide Downloads: 124**

### Top Ten Visited Pages:

1. Events	6. Dining in Peoria
2. Event Details	7. Summer in Peoria
3. Attractions	8. Summer/Fall Events
4. Planners	9. Dining
5. Planner Contact Us	10. Visitors

**Follow us on social media!**  
(Click on the icons)



facebook.com/EnjoyPeoria



twitter.com/EnjoyPeoria



instagram.com/enjoypeoria/



linkedin.com

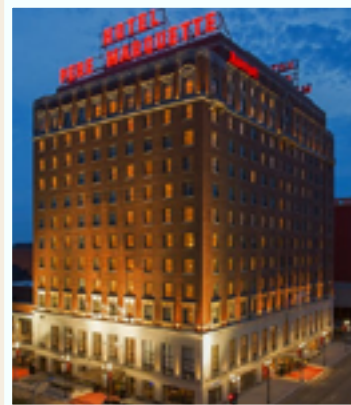




WE  OUR PARTNERS!

Thank you to our GOLD Partners  
Peoria Marriott Pere Marquette!

Click the logo for more!



CHECK OUT OUR VIDEOS

TOURIN'  
THE  
TOWN



## TOURIN' THE TOWN

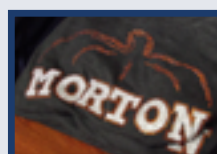
Want to know fun things to do in YOUR neck of the woods? Follow us across the Peoria Area as we tour the town!



Pekin



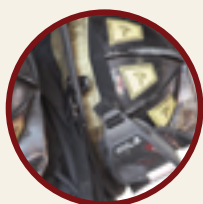
Travel Edition



Morton

## SHOP LOCAL VIDEO CAMPAIGN

The PACVB, in conjunction with the City of Peoria, Peoria Area Chamber of Commerce and Peoria County, has put together six videos as part of a Shop Local campaign. Each video shows how shopping local directly benefits different parts of the community.



Public Service



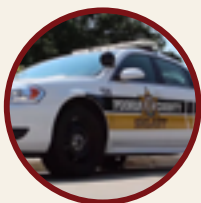
Public Works



Bartonville Hardware



The Hive



Public Safety



Running Central

(Click on the thumbnails to watch the videos!)

Want to know  
what's going on this  
weekend?



EnjoyPeoria.com  
**Calendar  
of Events**

Your go-to for  
Peoria Area events!



Click here for  
more!



## OUR MISSION...

is to promote the Peoria Area as a destination for visitors and to contribute to the economic growth of the communities we represent.

## PACVB STAFF

**Don Welch**, *President & CEO*

**Gail Hedrick**, *VP of Finance & Admin.*

**Melissa Cavanaugh**, *Finance & Admin. Coordinator*

**Cory Hatfield**, *Director of Sales*

**Joni Staley**, *Senior Convention Sales Manager*

**Karyn Anderson**, *Partnership & Ad Sales Manager*

**Laura Tafoya**, *Convention Sales Manager*

**Cara Allen**, *Director of Marketing*

**Heather Soviar**, *Creative Media Manager*

**Kaci Osborne**, *Community Development Manager*

**Kim McKune**, *Convention Services Manager*

**Trianna Stark**, *Sports Services Manager*

**Andrew Barra**, *Marketing Coordinator*

## PACVB BOARD OF DIRECTORS

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**Mr. David Haney**, *U of I College of Medicine*

**Mr. Henry Holling**, *Caterpillar, Inc. (retired)*

**Mr. Joe Lomonaco**, *Peoria Marriott Pere Marquette*

**Ms. Rachel Potts**, *Caterpillar, Inc.*

**Mr. Steve Reed**, *Stoney Creek Hotel and Conference Center*

**Ms. Cori Rutherford**, *PAR-A-DICE Hotel Casino*

**Mr. Christopher Setti**, *City of Peoria*

## Thank You!

The PACVB Experience Guide is a visitor's portal to the Peoria Area. For many, it is their first look at what we have to offer. The PACVB mails hundreds of Experience Guides to people all across the world each year. This is all done through the Tazewell County Resource Center in Tremont. They handle our mass mailings of Experience Guides. The PACVB staff would like to thank the TCRC crew for their help in promoting the Peoria Area to visitors!



Click to view our 2016 Experience Guide



Click for our bi-monthly newsletter



Check out our Calendar of Events!



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Enjoy Peoria

PRESENTS

# SANTA Cause5K



**FREE**  
Santa Suit  
with Registration!

**December 10th, 2016  
at 8:00 a.m.**

Race begins and ends at  
**Warehouse on State**

proceeds benefit  
**The Dream Center**

**SHARE THE WARMTH:**  
Bring winter hats, coats,  
gloves, and scarves to donate  
to those in need this winter.

## Included in Registration...

- 5 Piece Santa Suit
- Souvenir Finisher Ornament
- Sponsor Swag Bag
- On-site Christmas Goodies
- 1 Free Beer or Soda



**EnjoyPeoria.com/Santa5K**