

Lights will stay on in the Peoria Area - Don Welch

Lately, local media outlets have reported on the financial issues surrounding the Peoria Marriott Pere Marquette and Courtyard by Marriott Downtown. These reports, and the uncertain re-opening date for the Four Points by Sheraton in Downtown Peoria, creates a great amount of uncertainty for those who rely on success of the two hotels.

We *could* express "reservations" on the future of the hotel landscape in Downtown Peoria, that would certainly fuel that uncertainty. However, it does no good to complain about the current situation with these properties. We must continue to focus on the positives in our area and sell what we have.

The Marriot Complex and the Four Points by Sheraton hotels are vital to bringing visitors, meetings, conventions and sporting events to the Peoria Civic Center. It has been a long time since all three of these properties have been functioning well at the same time. The management teams inside these properties are some of the best in the industry and I have all the confidence that we will see them emerge from these challenges soon.

There are a lot of positive things going on in the Peoria Area that should put smiles on our faces:

- New restaurants are opening in the Peoria Warehouse District, creating a critical mass for food, drink and entertainment.
- More and more buildings in that district are being renovated and bringing new residents to our downtown.
- The Louisville Slugger Sports Complex will be in "full-swing" this summer, as will EastSide Centre. These facilities bring thousands of visitors to our area every year.
- OSF HealthCare will be moving its headquarters to the vacant Chase Bank block, investing \$80-100 million and bringing 700-750 employees to the central business district. This will certainly revitalize Downtown Peoria.
- The Peoria and East Peoria Riverfronts will, yet again, be filled with crowds of people every weekend this summer – people who will shop, eat, drink and spend the night in our area.

Those of us in the hospitality industry will continue to work hard to bring people to the Peoria Area and make sure their time here is a memorable experience. We want them to come back and, we want them to spread the word that the Peoria Area is a destination that they must experience.

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Don Welch
President/CEO

Looking for an
AWESOME
dinner idea?



Head to
EnjoyPeoria.com!



SATURDAY
MARCH 17, 2018

PARADE

Downtown Peoria
11:00 a.m.

POST PARADE PARTY

Peoria Riverfront
Immediately following parade

CLICK FOR MORE!



HOLIDAY HAPPENINGS



A total of 320 jolly people dressed in their red suits and white beards on December 9th for the third annual **Santa Cause 5K**. Another year brought new changes. We added a 1 Mile Reindeer Fun Run for kids and changed the race location to Limelight Eventplex.

Enjoy Peoria was proud to partner with the Neighborhood House, donating a total of \$1,000, plus a number of new children's toys to the charity. Thank you to everyone who participated, sponsored or volunteered at the event!



[Click to see all photos on Facebook!](#)

Be on the lookout for the return of the Santas in 2019!



Pekin, in collaboration with Enjoy Peoria, hosted another successful **Christmas on Court**. Over 18 Pekin businesses kept their doors open late on December 1st and offered Christmas specials for everyone to enjoy. Families enjoyed magical carriage rides up and down Court Street, the annual Christmas tree lighting and meeting Santa at Pekin Community Bank.

Thank you to all participating businesses in Pekin who made Christmas on Court a very special holiday celebration once again.

[Click to view website!](#)

THE
YARD
EST. P E O R I A 2016

PLAY. ANY DAY.
57,000 SQ. FT OF FUN.

309-839-0434

1503 W. Altorfer Dr.
Peoria, IL 61615

TheYardPeoria.com



[Click to view website!](#)

ARE YOU IN OR ARE YOU OUT?

1028 SW Adams St. Suite 101
Peoria, IL 61607



Do YOU want to know what's going on in the Peoria Area – fun events or maybe a new restaurant to try? Check out Happy 1/2 Hour every Tuesday on Peoria Life. This new half an hour show – brought to you by Enjoy Peoria – will share area happenings, events and more! With exciting interviews and other weekly segments, we will provide a full calendar of fun for the week! Head over to www.peoria.life every Tuesday at 10:30!

[Click to view the latest episode!](#)



Want to know what's going on this weekend?



EnjoyPeoria.com

CALENDAR OF EVENTS

Your go-to for
Peoria Area events!
[Click to view calendar](#)

**SUBMIT YOUR EVENTS
online at...**

Peoria.org/PartnerEventSubmit
^ CLICK LINK ^

WELCOME NEW PARTNERS!

**SMARTPATH
EDUCATION**
UNLOCK YOUR WORLD



EST. 2007

THE BLEND

COFFEE + COMMUNITY

WASHINGTON, IL

**RHODELL
BREWERY**
est. 1998

CORELIFE
EATERY



- Illinois Made -

The Illinois Office of Tourism launched a campaign - **Illinois Made** - that features the craftspeople, artists, family-owned businesses, small-batch breweries, distilleries, foodies, and farmers that make Illinois thrive. Feature videos are being created of each "maker" that meets specific criteria and represents Illinois' unique businesses.

Congratulations to our three local businesses that have been chosen as Makers:

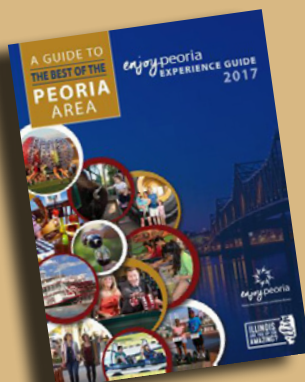
thirty-thirty Coffee Co.

J.K. Williams Distilling

Obed & Isaacs Microbrewery

We love to see the Peoria Area standing out in the entire state of Illinois! Stay tuned for more Illinois Makers to be announced!

2018 Experience Guide Update

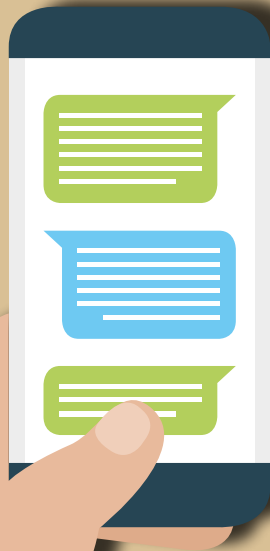


We have pushed back the release of our 2018 Experience Guide to SPRING 2018. This transition will help us better represent new and existing partners by aligning advertising and partnership due dates for many, as well as give our partners more time to organize events and make plans for the year ahead.

BE INFORMED!

We are now offering text alerts to our partners to keep them informed about incoming groups to the area. We plan on sending text alerts two weeks in advance of any group, 500 people or larger, coming to Peoria and/or East Peoria. The same group information will still be available in the convention calendar.

To learn more about receiving text alerts or access to our convention calendar, please contact Trianna Kientzle at tkientzle@peoria.org



ENJOY PEORIA'S GREAT EVENT SEARCH OF 2018

SUBMIT YOUR EVENTS AT
WWW.ENJOYPEORIA.ORG/PARTNEREVENTSUBMIT



All event submissions will be reviewed and shared as deemed appropriate. Submissions are not guaranteed to be advertised.

Examples include:

- Festivals
- Spectator sports and competitions
- Ticketed shows and performances
- Arts and theater productions
- Special programs and hosted events
- Seasonal happenings
- Workshops

We are amidst assembling the go-to events calendar for our community and visitors. If you are hosting an event in 2018, let us promote it!

Fill out the form at [\[goo.gl/36geaN\]](http://goo.gl/36geaN) and remember to submit events throughout the year at [\[www.EnjoyPeoria.org/PartnerEventSubmit\]](http://www.EnjoyPeoria.org/PartnerEventSubmit)

*Once approved, we will help spread the word via social media, our online events calendar, e-mail blasts and/or the Enjoy Peoria 2018 Experience Guide!

Groups Serviced in 4th Quarter



ICOM
INTERNATIONAL CONFERENCE ON
MISSIONS



Illinois Council of
ICCVB
Convention & Visitor Bureaus



Groups Booked in 4th Quarter



CHECK OUT OUR NEW VIDEOS!



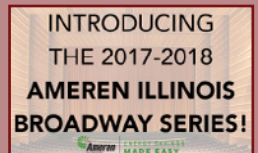
Tourin' the Town
Washington in the Fall
December - Indoor Fun



Marigold Festival



Festival of Lights



Broadway Series
Dirty Dancing
Motown the Musical



The Yard

2017 MARKETING AT A GLANCE



556
Facebook
Posts



419
Updates to
Illinois Office of Tourism



31
Live Broadcast
Interviews

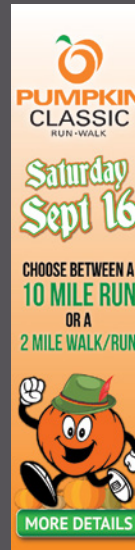
13
Snapchat
Filters



10
Web Ads



55
Digital Ads
Designed



44
Assisted
Broadcast
Interviews



13
In-House
Content
Stories



40
Print Ads
Designed

46
Media
Mentions

6
Commercials Ran



19
Press Releases



6
Press
Conferences



205
Radio
PSA's



Calendar of Events
Submissions



1125

Peoria Area Convention and Visitors Bureau Mission Statement

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

ENJOY PEORIA STAFF

Don Welch, President & CEO

Gail Hedrick, VP of Finance & Administration

Melissa Cavanaugh, Finance & Administration Coordinator

Joni Staley, Director of Sales

Lelonie Luft, Convention Sales Manager

Danielle Bensing, Convention & Sports Sales Manager

Ryan Thornton, Sales & Sports Coordinator

Kim McKune, Client Services Manager

Cara Allen, VP of Marketing and Operations

Heather Soviar, Creative Media Manager

Kaci Geier, Partnership & Community Development Manager

Trianna Kientzle, Marketing Project Manager

Andrew Barra, Marketing Specialist

Emily Jockisch, Marketing & Events Assistant

ENJOY PEORIA BOARD

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Mr. Derrick Booth, Peoria Public Schools

Mr. Carl Bunker, R & B Productions

Ms. Anne Clayton, Peoria Civic Center

Ms. Jill Crowder, Petersen Hotels

Mr. Allen Cullinan, R. A. Cullinan & Sons

Mr. Rusty Dunn, Caterpillar

Mr. Jeff Griffin, Peoria Area Chamber of Commerce

Mr. David Haney, U of I College of Medicine

Mr. Rex Linder, Heyl, Royster, Voelker & Allen

Mr. Jeff McLinden, Peoria Marriott Pere Marquette

Ms. Susan Morton, Caterpillar Visitors Center

Ms. Susan Pyles, Village of Morton

Mr. Steve Reed, Stoney Creek Inn

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

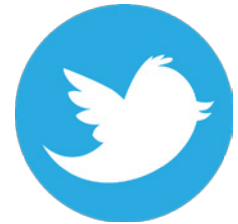
Mr. Christopher Setti, Greater Peoria EDC

Ms. Kathryn Shackelford, City of Pekin

Ms. Sherrill West, Village of Washington


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CONTACT US

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 **309-676-8470**

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EnjoyPeoria.com

It's Playing in *Peoria*

Check out these upcoming events!

See more events on our website:
www.EnjoyPeoria.com/Events



"Sunset Boulevard"
presented by Peoria Players
Feb 2-4, 8-11



Celebrate Illinois
200 Years in the Land of
Lincoln Exhibition Opening
Feb 3



The Sound of Music
Peoria Civic Center
Feb 6 & 7



Wild About Love
at Wildlife Prairie Park
Feb 10



**Mini Harts V-Day
Special** at J. Draper Glass
Thru Mid-Feb



Valentine's Date Night
Wheel Art Pottery
Feb 1-2



"Romance" presented by
Peoria Symphony Orchestra
Feb 10



Princess Bride
Dinner & a Movie at Giant
Screen Theater
Feb 10



Spring Home Show
at Peoria Civic Center
Feb 23 & 24



Cabin Fever
at Five Points Washington
Feb 24



Bradley Basketball
thru March 3



ICC Basketball
thru March 3



IHSA Boys Basketball
State Finals
at Peoria Civic Center
March 9-10, 16-17



IHSA March Madness
Experience
at Peoria Civic Center
March 8-10, 15-17



Blarney Blitz
Downtown Peoria
March 10



Rivermen Hockey
at Peoria Civic Center
Thru April 7