

## Tourism Still a Peoria Area Money-Maker

Don Welch - President/CEO

While we are still uncertain about the direction the State of Illinois is heading financially, one thing is constant – tourism is still a major economic driver. Through exhaustive efforts by the Peoria Area CVB, the Illinois Office of Tourism and other CVB's around the state – tourism is still bringing in more money each year. In 2016 the Peoria Area generated \$680.26 million – a \$5.32 increase from 2015. This follows the state's record-breaking domestic Illinois tourism figures released in May, which highlighted an increase of one million travelers to the state in 2016.

What does this mean? It means more money generated in local taxes and more jobs created. In 2016, the Peoria Area brought in \$16.59 million in local tax revenue and added 120 tourism-related jobs.

These are numbers that residents of the Peoria Area should be proud of. Simply put – tourism is making money and helping drive our economy. The PACVB team works tirelessly to make the Peoria Area not only a destination for visitors, but a point of pride for those who live here. Look at all the new events over the past year. Have you checked out the new restaurant or the new attraction in your town? Without these great new gems, you would not see the type of economic drive that has occurred in the last year.

So while you look at what is happening in Springfield and you are worried about what lies ahead for the state, remember – the Peoria Area IS a place to visit. That is something we all should be proud of. Keep visiting your local restaurants, stores and attractions and tourism will continue to make money for our state.

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Don Welch  
President/CEO

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AWESOME  
dinner idea?



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EnjoyPeoria.com!



Saturday  
December 9  
Limelight Eventplex  
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this year!

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Water Street transformed to Bourbon Street at the 2nd annual Mardi Gras in May Street Festival. With a new lineup of authentic acts, great food, and amazing live music, this year's festival was bigger and better! "More smiling faces and good people filled the street and formed lines in front of vendors for food and drink," said Rhythm Kitchen Chef Jason Zeck. "It's important that 'Mardi Gras in May' continues as an annual event."

We would like to thank all our sponsors, partners, volunteers and entertainment who made Mardi Gras in May a success!

### MARDI GRAS IN MAY SPONSORS



Want to know what's going on this weekend?



EnjoyPeoria.com  
Calendar  
of Events

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Peoria Area events!



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# iHeartMEDIA



Chicago radio star DJ Alabama visited Peoria as part of the iHeart Media road trip promotion. The PACVB team took Alabama to a number of Peoria shops, restaurants and attractions - including a riverfront concert. She then went back to Chicago to promote Peoria on the radio, through social media and on her blog!



Alabama @alabamaradio · May 19  
Officially in love with Peoria! @EnjoyPeoria

1 5

Click to  
listen  
to radio  
promotions!





# NEW BEGINNINGS

After over two years at the Peoria Area CVB, Director of Sales Cory Hatfield is embarking on a new adventure. Cory has accepted a position in the alumni relations department at the University of Illinois.



“Nearly two and a half years ago, I was given the opportunity to further my career in the hospitality industry with the Peoria Area Convention and Visitors Bureau,” Hatfield said. “I was welcomed with open arms into the Peoria Area. Over the years, my family and I have met so many great people and have visited a number of amazing places in the area. I can honestly say that the job move was worth it.”

We are excited to announce that Joni Staley will be taking over the role as Director of Sales.



Joni has served as the Senior Convention Manager at the CVB since 2015. Prior to that, she has served a number of important roles in the Peoria Area hospitality business for a number of years.

Joni’s “go-getter” attitude mixed with a bubbly personality makes her perfect for the Director position. Anyone who knows Joni knows how friendly she can be and how well she knows the hospitality industry. She will be starting immediately

## Groups Booked/Serviceed in 2nd Quarter



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Click the logos for more!

Thank you to our GOLD Partners  
Hotels at Grand Prairie!



Check out the  
Holiday Inn and  
Suites  
Promotional  
Video on the  
next page!

The  
**LARGEST PAYOUT**  
in  
professional disc golf!



**August 3-6**

Click for more!





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  
City Cycle

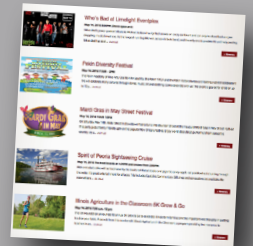


Washington  
Good Neighbor  
Days



Click for our  
bi-monthly Peoria  
Promoter

Check out our  
Calendar of Events



## WELCOME OUR NEW PARTNERS!



## Follow us on social media!

(Click on the icons)



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## 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.

## ENJOY PEORIA 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***

**Lelonie Luft, *Convention Sales Manager***

**Bianca Williams, *Partnership & Ad Sales Manager***

**Ryan Thornton, *Sales Coordinator***

**Cara Allen, *Director of Marketing and Communications***

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

**Kaci Geier, *Community Development Manager***

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

**Trianna Kientzle, *Marketing Project Manager***

**Andrew Barra, *Marketing Specialist***

**Emily Jockish, *Marketing and Events Assistant***

## ENJOY PEORIA BOARD

**Ms. Leigh Ann Brown, *Chair - Morton EDC***

**Mr. Dan Kouri, *Vice Chair - HOIHA***

**Mr. Gary Densberger, *Secretary/Treasurer - City of East Peoria***

**Mr. Rex Linder, *Past Chair - Heyl, Royster, Voelker & Allen***

**Mrs. Sherrill West, *Executive Committee - City of Washington***

**Mr. Derrick Booth, *Peoria Public Schools***

**Mr. Carl Bunker, *R & B Productions***

**Ms. Anne Clayton, *Peoria Civic Center***

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

**Ms. Jill Crowder, *Petersen Hotels***

**Mr. Paul Digiallonardo, *Peoria Civic Center Authority***

**Mr. Rusty Dunn, *Caterpillar, Inc.***

**Mr. Jeff Griffin, *Peoria Area Chamber of Commerce***

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

**Mr. Brad Ingram, *Heyl, Royster, Voelker & Allen***

**Ms. Susan Morton, *Caterpillar Visitors Center***

**Ms. Susan Pyles, *Village of Morton***

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

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

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

**Ms. Kathren Shackelford, *City of Pekin***

## WELCOME BACK!



The PACVB is happy to welcome a familiar face back to the team! In May, Lelonie Luft returned to the PACVB as the Convention Sales Manager. Previously, Lelonie served as our Director of Marketing and Communications. She is returning with a thorough background knowledge of our organization and the hospitality industry in the Peoria Area. We are all very happy to have her back!

## NEW TEAM MEMBER!



The PACVB would like to welcome Emily Jockisch to the team. Emily is our new Marketing and Events Assistant. A recent graduate of St. Ambrose University, Emily brings a wealth of marketing knowledge to our team. She worked for the campus radio station, KALA, and was a major contributor to the blog "SAU Her Campus." Emily is not new to the area – having grown up in Peoria. We are excited to have her on our team!

**Enjoy Peoria**

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IL 61602**

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**Fax: 309-676-8470**

**info@peoria.org | www.enjoypeoria.com**

# It's Playing in Peoria

Check out some of our upcoming events!

See more events on our website:  
[www.EnjoyPeoria.com/Events](http://www.EnjoyPeoria.com/Events)



**The Wallflowers**  
with Better than Ezra  
**August 6**



**IGNITE Peoria**  
**August 12**



**Grand National  
Championship TT**  
**August 13**



**Peoria Irish Fest**  
Erin Feis  
**August 25-27**



**Kickapoo Creek  
Grape Stomp**  
**August 27**



**Peoria Blues &  
Heritage Festival**  
**September 1-2**



**Mackinaw Valley Vineyard  
Grape Stomp & Harvest Fest**  
**September 3**



**Pekin  
Marigold Festival**  
**September 7-10**



**Morton  
Pumpkin Festival**  
**September 13-16**



**REO Speedwagon**  
Peoria Civic Center  
**September 15**



**Peoria Oktoberfest**  
**September 15-17**



**Food Truck Frenzy**  
**September 16**



**Peoria Fine Art Fair**  
**September 23-24**



**Tailgate 'N Tallboys  
Music Festival**  
**September 28-30**