

## Music Festivals To Be a Hit on Riverfronts

Don Welch - President/CEO

As the temperatures get warmer and we find ourselves enjoying being outside more and more, we are reminded that summer fun is right around the corner. One of the best ways to enjoy the summer weather is to find riverfront events you and your family can enjoy. The Bud Light Concert Series and Tailgate N Tallboys Music Festival are two great options. With 14 shows total, there will definitely be something you and your friends and family can enjoy!

The Bud Light Concert Series and Tailgate N' Tallboys Music Festivals will be a major hit for both the Peoria and East Peoria Riverfronts. Each show is expected to bring in around six thousand people. With acts such as Nelly, Jake Owen, Fitz and the Tantrums and Skillet, people from inside and outside the Peoria Area will be heading to Festival Park to take in great music. Many people will be eating dinner, getting gas and spending the night in the Peoria Area. We are expecting each show to bring in around \$500,000. What an economic boost to our area!

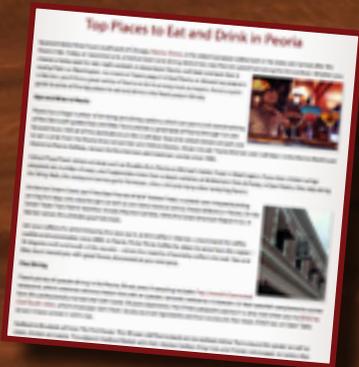
One of my favorite parts of the music festivals is the teamwork that has gone in to make it a success. Limelight Eventplex and Brewers Distributing have done a great job getting the shows together. The Peoria Park District and the City of Peoria are always easy to work with down on the riverfront. A number of hotel partners have stepped up to help provide hotel discounts for visitors. Fondulac Park District is opening up Spindler Campgrounds for concert-goers. The City of East Peoria, Limelight and Big City Shuttle is providing shuttles to and from different locations. I haven't even gotten to the bars, restaurants and attractions that are helping promote the festivals. It is truly evident that everyone wants to make them a complete success. The success of these festivals can only create a positive boost in the area for years to come!

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Don Welch  
President/CEO

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## UPCOMING SHOWS



**Skillet**  
with Alter Bridge  
May 19



**Nelly**  
with Juvenile  
May 20



**Jake Owen**  
May 20



The bicycle is making a comeback! Cities all across the United States are hopping on the new bike movement – finding new ways to get people peddling again. One way is through bike share programs. The Peoria Area is putting on its helmet and joining the bike share craze. City Cycle, as it will be called, will have six different stations located in Peoria, East Peoria and Peoria Heights. For a small fee, people can grab a bike from the station and peddle around town. You will be able to start renting out the bikes on May 19. For more information, head to Facebook.



## The path to \$2 Million begins in PEORIA!



July 15-16

Bradley University Renaissance Coliseum

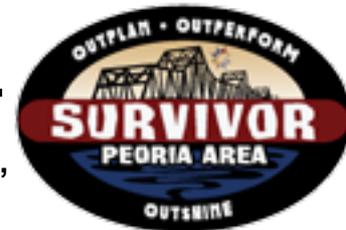
Click for more!

One way Enjoy Peoria markets the Peoria Area to potential visitors is through the help of travel writers and tour group operators. They come from all spots on the globe. The Marketing Department at Enjoy Peoria works with these writers and operators to show off our different attractions, dining and shopping options. Recently, Enjoy Peoria hosted two marketer's from England. Graham McKenzie is a writer for TravelMole UK and Yolanda Fletcher works with Cellet Marketing. The two were able to take in a number of great places, including J Draper Glass, Obed & Isaac's and our Spring Social at Dozer Park as well as learn about all we have to offer.

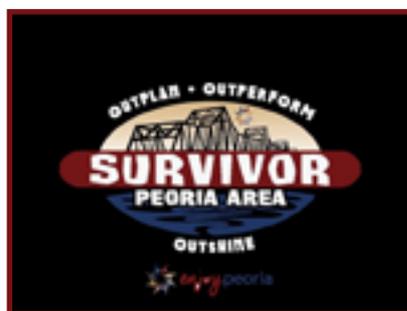


WRITE ON!

# Survivor Peoria Area: OUTPLAN. OUTPERFORM. OUTSHINE.



The Enjoy Peoria sales team started the first part of 2017 in full force, working to bring a number of great meetings and events. While the team works hard trying to bring in as much business as possible to the Peoria Area, they like to have fun doing it. That was the case at the Illinois Society of Association Executives Annual Convention and Tradeshow. Each year has a theme and this year's was "Survivor" (you know, the extremely popular tv show). The sales team worked with their meeting/hotel partners to go all out with their booths, complete with games and a tribal council! See for yourself in the video below. The sales team had amazing feedback from a number of organizations. We ended up winning best booth in the show! When the associations know they are working with a fun group of people, they will want to bring their meetings to here. The sales team can't wait to work with them to make that happen!



## Groups Booked/Serviceed in 1st Quarter



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Video on the  
next page!



May 20-21  
Washington's Topher Fields

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## CHECK OUT OUR VIDEOS!



Holiday Inn and Suites,  
Peoria at Grand Prairie



Nelson's Catering

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## WELCOME OUR NEW PARTNERS!



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OUR GUIDES  
HAVE ARRIVED



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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*  
**Bianca Williams**, *Partnership & Ad Sales Manager*  
**Ryan Thornton**, *Sales Coordinator*  
**Cara Allen**, *Director of Marketing and Communications*  
**Heather Soviar**, *Creative Media Manager*  
**Kaci Osborne**, *Community Development Manager*  
**Kim McKune**, *Convention Services Manager*  
**Trianna Stark**, *Sports Events Manager*  
**Andrew Barra**, *Marketing and Communications Coordinator*

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



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info@peoria.org | www.enjoypeoria.com



**MAY 13TH 3PM - 10PM**  
**WATER STREET | DOWNTOWN PEORIA, IL**

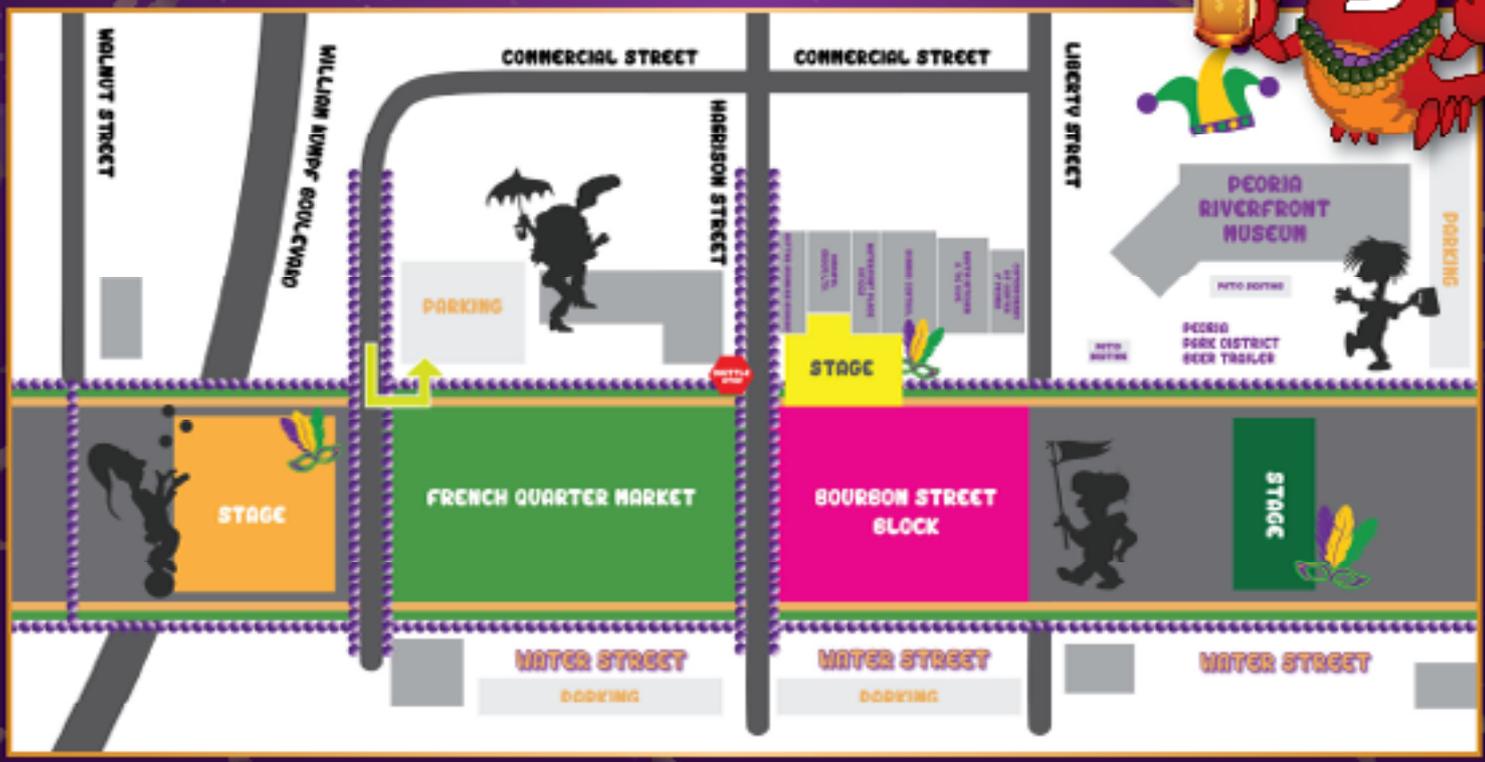
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