

# The Enjoy Peoria Post

The Official Newsletter of the Peoria Area Convention and Visitors Bureau



photo courtesy of  
@salvatore\_vincent

## A Fresh Look

You might notice that our quarterly newsletter looks a little different than it has been in the past.

In the new year, our marketing team laid plans to showcase the Peoria Area to our partners, community investors and visitors in new and exciting ways. In the process, our newsletter received a facelift, but we think you'll still appreciate its content.

If you have any questions, comments or inquiries regarding our projects, events and quarterly newsletter, please do not hesitate to contact our office.

We look forward to continuing to bring you the best of the Peoria Area in the months ahead.

Enjoy!

## WHAT'S AHEAD

### 02

A Note from our  
President/CEO

### 03

Marketing and  
Partnership News

### 04

Sales Updates

# Spring Has Sprung?

By: Don Welch

It is officially Spring. If only someone told Mother Nature.

We all long for the day when we can actually get outside and enjoy some warm weather. Every summer, I look forward to all the wonderful outdoor events hosted in our area, and this year is no different.

*"I encourage you to get out and enjoy some of these great places and events this summer"*  
- Don Welch



With the addition of the upcoming new green space, the Peoria Riverfront will be the place to be virtually every weekend. The Tailgate N' Tallboys Music Festival returns for three separate weekends – each with big name artists performing for thousands. The Enjoy Peoria team is looking forward to another spectacular evening of fun - May 12th - for the 3rd Annual Mardi Gras in May. The Riverfront Market each Saturday is a Summertime favorite for many, and staple special events such as the Steamboat Festival and “Red, White and BOOM!” will keep Downtown Peoria a bustling area.

Elsewhere in the Peoria Area, young athletes and their families will flock to the Louisville Slugger Sports Complex and EastSide Centre for weekend sports tournaments. Dragonland, the area's only waterpark, will be opening soon in Pekin's beautiful Mineral Springs Park. Heritage Square in Peoria Heights will be hopping with great live music nearly every Saturday night. And in August, hundreds of disc golfers from around the world will compete on our championship disc golf courses during the Ledgestone Insurance Open, filling hotels, shops and restaurants in several of our communities.

I encourage you to get out and enjoy some of these great places and events this summer. At this rate, you never know when the cold weather is knocking on our door again! When planning your endless summer nights, check out our website – [EnjoyPeoria.com](http://EnjoyPeoria.com) – for attractions, restaurants, shops and amazing events. We'll see you there!



# Peoria Area Promotions

The Enjoy Peoria Marketing Team has been hard at work promoting our wonderful partners and events! Check out what they've been up to!



## Two Area Businesses Inducted to Illinois Made Program

In their most recent round of selections for the Illinois Made Program, the Illinois Office of Tourism named **Tanners Orchard** and **Whiskey City Design** from the Peoria Area as Makers. The Illinois Made program recognizes small-businesses who make Illinois thrive. For criteria and other information on the Illinois Made program, visit [enjoyillinois.com/illinois-made](http://enjoyillinois.com/illinois-made).

## Welcome Enjoy Peoria's Newest Partners!

- Bearded Owl Brewing
- Escape 60 Inc.
- Jimbos Jumbo
- Jim's Bistro
- Kuhl Insurance
- Little Blue's Farm, LLC
- Moja Southern Kitchen & Creamery
- Meltdown Creative Works
- Natural Nails
- Past Times Antiques
- Peoria Himalayan Salt Cave
- Relics

## Happy 1/2 Hour, a Peoria Life Weekly Web Show

Catch us on Peoria Life every Tuesday at 10:30am as we sit down with our wonderful partners and discover area events, attractions, local restaurants and more!



## Video Gallery

Check out [our video gallery](#) to watch Happy 1/2 Hour episodes, Tourin' Tidbits, Commercials and more!



# ARE YOU IN OR ARE YOU OUT?

1028 SW Adams St. Suite 101  
Peoria, IL 61607

Try to escape

# Sales and Client Services

Each day, we are working diligently to bring economic growth to our communities by bringing in new businesses to our area venues and hotels. Here is the fruit of our labor this quarter!



## Future Bookings

Quarter 1 Bookings will generate **\$3.5 Million** in Economic Impact to our communities

## Major Groups Serviced in QTR 1

- IESA
- IHSA
- Illinois Music Educators Association
- US First Robotics
- Alpaca Owners of America

## Stay Informed!

We are now offering text alerts to our partners to keep them informed about incoming groups to the area. We alert members of groups over 500 who are coming to the area 2 weeks in advance.

The same group information is also on our convention calendar. To learn more about receiving text alerts or access to our convention calendar, please contact Trianna Kientzle at [tkientzle@peoria.org](mailto:tkientzle@peoria.org).

TONIGHT: Downtown will be extremely busy from approx 5pm-11pm with Avenged Sevenfold Concert and ILMEA at the Peoria Civic Center. 11K people expected.

Mon, Jan 29, 9:45 AM

Event Notice: (Annual Trade Show/ Convention) Feb. 2-3 at Peoria Civic Center. Approx. 3,000 in attendance.

Wed, Jan 31, 4:58 PM

Event Notice: (Sports) Feb. 9-10 at Peoria Civic Center. Approx. 1,700 in attendance. Reply STOP to opt-out

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LOCAL ARTISANS**

**MAY 12<sup>TH</sup> 3PM - 10PM  
WATER STREET  
DOWNTOWN PEORIA, IL**



PROCEEDS WILL BENEFIT:

**ArtsPartners**  
of Central Illinois Inc.



**MARDIGRASPEORIA.COM**



# About Us

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 & Admin.

Melissa Cavanaugh, Finance & Admin. Coordinator

Cara Allen, VP of Marketing and Operations

Joni Staley, Director of Sales

Danielle Bensing, Convention/Sports Sales Manager

Lelonie Luft, Convention Sales Manager

Ryan Thornton, Sales and Sports Coordinator

Kim McKune, Convention Services Manager

Heather Soviar, Graphic Design/New Media Manager

Kaci Geier, Partnership/Community Development Manager

Trianna Kientzle, Marketing Project Manager

Andrew Barra, Marketing Specialist

Ashley Randall, Marketing and Events Assistant



**Say hello** to our newest staff member, Ashley Randall! Ashley joins our team as marketing and events assistant. She has several years in the hospitality industry, and we're so excited to have her on our team!

## Enjoy Peoria Board of Directors

### Executive Committee

Mr. Dan Kouri - Chair - HOIHA

Mr. Brad Ingram - Vice Chair - Heyl, Royster, Voelker & Allen

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

Ms. Leigh Ann Brown - Past Chair - Morton EDC & Morton Chamber of Commerce

### Members

Mr. Matt Bartolo - West Central Building and Construction Trade Council

Mr. Derrick Booth - Peoria Public Schools

Mr. Carl Bunker - R & B Productions

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

Ms. Cori Rutherford - Par-A-Dice Hotel Casino

Mr. Christopher Setti - Greater Peoria EDC

Mrs. Sherrill West - Village of Washington

## Contact Us



456 Fulton St, Ste 300,  
Peoria, IL 61602



309.676.0303



info@peoria.org

**Connect on Social Media**

@EnjoyPeoria

