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Don Welch
President/CEO

Amidst State Budget Crisis, PACVB at Full Steam Ahead

By Don Welch - President/CEO

The Peoria Area Convention and Visitors Bureau has had a very busy, but successful beginning to 2016. Recently, we wrapped up IHSA Boys Basketball State Finals. It was another amazing year for the IHSA and the Peoria Area. Our relationship with the Illinois High School Association and Illinois Elementary School Association continues to grow stronger each year, as we now have nearly 20 state tournaments in the Peoria Area and we are becoming known as the youth sports capital of the Midwest.

As we move along through 2016, the State of Illinois continues to run without a budget. Many organizations are operating without their state funding. Recently, it was announced that the Illinois Office of Tourism would not receive any funding for the 2016 fiscal year. This has left a lot of people in the Peoria Area anxious about what that could mean to local tourism.

Let me be clear, the Peoria Area Convention and Visitors Bureau has received our funding from the state. Local CVB's receive their money through a different financial stream. We continue to work at full force to show off the Peoria Area to visitors.

I urge you to contact your local politicians and let them know how much tourism funding means to the Illinois Office of Tourism. It is the "first date of economic development". No one will invest in your community unless they visit first. Every dollar spent by the Peoria Area Convention and Visitors Bureau and Illinois Office Tourism brings in additional revenue to the state, as well as jobs. Without those two, the state and local economies suffer.

We are excited for the second quarter of 2016. Our newest event, Mardi Gras in May, is fast approaching. Water Street will transform into a family-friendly Bourbon Street, with unique street performers, amazing food and great musical acts. There will also be a 5K fun run – with runners receiving beads throughout the course. It is going to be one fantastic street party.

From the Mayor

"The PACVB is a "one-stop shop" for visitors looking for things to do in Peoria. A large convention, a small meeting and everything in between can be taken care of with a call to the talented, enthusiastic and professional folks at the CVB."

Mayor Jim Ardis





A Santa Stampede!

On December 12, 2015, over 400 Santa's took over Downtown Peoria as part of the inaugural Santa Cause 5K, brought to you by the Peoria Area Convention and Visitors Bureau, City of Peoria and our wonderful sponsors. Over 400 participants took part in the first race. Every participant was given a five-piece Santa suit, so it really was a Santa stampede! The holiday fun run raised money to beautify Downtown Peoria (given to the Downtown Development Corporation), as well as an extra proceeds given to the Toys-for-Tots campaign. All other proceeds will be put towards the 2016 race, which we hope is even bigger than the first.

The PACVB was ecstatic with the turnout. Many thanks goes to Alpha Media and WMBD/WYZZ-TV, who provided amazing media coverage to promote the event. We cannot wait to see this run grow and to have more Santas dash through Downtown Peoria this year!



Our New Adventure: Marketing Partnerships

The first quarter of 2016 has been an exciting time for all of us at the Peoria Area Convention and Visitors Bureau. Our relationships with area businesses are going to be even better! Beginning in April, we will be transitioning from memberships to marketing partnerships. Marketing Partnerships are a trend with our fellow CVB's across the country and our research dictates the need for this change.

What is a marketing partnership? It is our way of offering different types of marketing assistance to business and organizations based on their needs. Businesses can choose different partnership benefits, depending on what areas of marketing they would like assistance with. This will give our marketing partners more opportunities to take advantage of everything the Peoria Area Convention and Visitors Bureau is proud to offer.



If you are interested in becoming a partner, please contact

Karyn Anderson at kanderson@peoria.org or at 309-282-3279!



Click for more information!



14 STOPS
10 STICKERS
1 GLASS



SIPS AND BITES TOUR

[Click here for more!](#)

How a PACVB event proposal works...

- The PACVB Sales Team prospects and attends tradeshows and events to attract new sporting and convention organizers
- Organizers submit an RFP (Request for Proposal) to the PACVB
- The Sales Team asks for proposals from area hotels and venues that contain pricing and availability options
- Those proposals are gathered and presented in a professional community bid packet
- If organizers show interest in our community, a site inspection is scheduled
- The PACVB will host the organizer and they tour venue options and city amenities
- The ideal outcome is to secure a booking through signed contracts
- If organizers confirm a booking in Peoria, they sign a contract with PACVB and desired venues/ hotels



(Here are some of the groups we've booked or serviced so far in 2016!)



In late 2015, the PACVB launched a newly renovated website.

The new website very user friendly. Submit your event, browse our guides, check out our new videos and more!



WEBSITE REPORT

Page Views: 198,441

Visits: 78,837

Return Visits: 32,159

Top Ten Visited Pages:

- | | |
|------------------|-------------------|
| 1. Events | 6. Dining |
| 2. Event Details | 7. Accommodations |
| 3. Video Gallery | 8. Discounts |
| 4. Attractions | 9. Shopping |
| 5. Photo Gallery | 10. Hotels |

While construction continues at the new Louisville Slugger Sports Complex, teams are already starting to take advantage of the state-of-the-art facility. "The response has been great," says Director of Marketing Jim Garner. Players and families have enjoyed the fields and expressed a strong desire to come back and cannot wait to see what the entire complex will look like when finished. It will become a great destination and fun EXPERIENCE for many visitors."



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!



IHSA March Madness



Washington



Beat the Winter Blues

VIDEO CAMPAIGN

The PACVB has launched a new video campaign highlighting tourism and the five Downtown Peoria districts!

Central
Business
District

Downtown
Overview

Warehouse
District

Medical
District

Riverfront
District

Full
Tourism
Video

Tourism
Commercial

(Click on the thumbnails to watch the videos!)

Follow us on
social media!

(Click on the icons)



(facebook.com/EnjoyPeoria)



(twitter.com/EnjoyPeoria)



(instagram.com/enjoypeoria)



(Search "Enjoy Peoria")

Thank You!

While the PACVB sales team books a convention and the service team helps assist the convention organizers, it is the PACVB hostesses who really make us shine. They take time out of their nights and weekends to help during those conventions, assisting the service team in providing quality hospitality. They make the event organizers and attendees feel welcome in the community. The PACVB would like to thank our hostesses for everything they do!



Click to view our 2016
Experience Guide



Click for our
bi-monthly newsletter



Check out our
Calendar of Events!



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Fax: 309-676-8470

info@peoria.org | www.enjoypeoria.com

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*

Veronica Poehlman, *Sales Coordinator*

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

Ms. Leigh Ann Brown, *Chair - City of Pekin*

Mr. Dan Kouri, *Vice Chair - HOIHA*

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

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

Mr. Rod Blunier, *Village of Morton*

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. Jim Garner, *Louisville Slugger Sports Complex*

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*

Mrs. Sherrill West, *City of Washington*

**FREE
EVENT**



**STREET
PARTY**

SATURDAY MAY 14, 2016 | 4-10 PM

transforming Water Street into the New Orleans French Quarter

Po' Boys Music Stage

- The Corn Wolves
- Jimmy Nick and Don't Tell Mama

French Quarter Market

- Mz. Kaye-Psychic
- Voodoo Peoria
- The Hive
- Wheel Art Pottery
- Connie Andrews
- Theresa Mank Mardi Gras Face Painting
- Joe McGuire
- Goddess Boheme
- The Art of J.M. Hunter
- Hey Lola
- The Art of Jeremy Barkley
- Vincent Fleming Jewelry
- Moxies Resale Boutique

Participating Restaurants

- Po' Boys
- Joe's Crab Shack
- Rhythym Kitchen
- Nacho Mama's Grill
- Rhodell's
- Haddad's
- Gramma Nana's Kitchen
- Blue Duck BBQ Tavern
- New Amsterdam
- Hooters

Street Performers

- Cosmic Colt
- Lock & Key Burlesque Troupe
- Nigel Blackstorm: The Heavy Metal Magician
- Tamarind Halstrom
- The Enigma
- Sean Rooney
- Linsy Morgan

Local Performers

- Peoria Magicians Assembly
- Rainbo Cloggers
- Silk Road Studio
- Music by Emilele
- Prometheus Arts

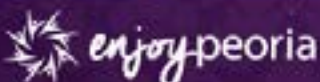


Wear your beads and get \$5 off
your admission and 10% off
Museum store & concessions
on May 14th! Open late until 8PM!



FREE Parking at Peoria Civic Center!
FREE Shuttle from Peoria Civic Center to Water Street from 4-10!

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Thank you to our sponsors!