

# The Enjoy Peoria Post

The Official Newsletter of the Peoria Area Convention and Visitors Bureau



## Ho-Ho-Ho, the Santas Return!

Enjoy Peoria is proud to announce the return of the Santas for the 4th Annual Santa Cause 5K - Saturday, December 8th!

This year, Junction City is bringing our participants more holiday fun! After the race, participants are invited to a post-race party at Junction City for the presentation of awards, refreshments, live music and more!

For registration and event information, visit [\*\*peoriasantacause.com!\*\*](http://peoriasantacause.com!)

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# Support Your Community This Holiday Season

By: Don Welch

With temperatures starting to drop these last couple of weeks, I'm reminded that fall is here. That means the holidays are right around the corner, and many of us are already thinking about what to get our friends and families for gifts.



When looking for that perfect gift, SHOP LOCAL! Yes, online shopping is convenient, and we all appreciate that. Sadly, our area sees little to no economic impact locally when using websites such as Amazon.

Recently, local city and county officials, along with our wonderful chambers of commerce, released a new campaign called Shop Local 365. This community movement sheds light on the importance of shopping local and the impact that it has on our economy. The numbers are clear; for every 100 dollars spent in a local store, \$3.50 goes back to your city and county. However, when you shop online, a mere \$0.12 will go back in to city and county funding

What does this mean for you? Shopping online means departments like your fire department and public works department receive less money. As a taxpayer, you lose out when taxes are raised or those pesky potholes cannot be fixed due to a lack of funding. Unfortunately, local brick and mortar stores are affected as well. Mom and pop stores rely on us to buy local so that they can afford their utilities or groceries – things that are necessities to all of us.

When you are shopping for gifts this holiday season, PLEASE remember our local businesses. Driving to Washington Square or to Downtown Morton benefits the local stores, local governments and residents more than a few clicks of a mouse. Visit [www.shoplocal365.co](http://www.shoplocal365.co) for more statistics and resources on how you can help your community.

Supporting your local businesses does not shop in the retail sector. When looking for ways to entertain friends and family this holiday season, keep in mind our wonderful attractions and seasonal events. The Peoria Area has some of the best holiday entertainment in the state. Take a stroll through FOLEPI's Winter Wonderland in East Peoria or the poinsettia show at Luthy Botanical Gardens. Enjoy a nice dinner with loved ones at one of the many local restaurants in the area. Show your visitors around the Caterpillar Visitors Center or Peoria Riverfront Museum. Test your skills at one of the many escape rooms in the area, or let the kids burn off some energy at the trampoline park. The Peoria Area has entertainment options for all your family and friends.

Take some time to make some memories the next few months. From all of us at Enjoy Peoria, we hope you have a joyous holiday season!

# 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!

## 2019 Experience Guide Ad Sales

Planning has commenced for our 2019 Experience Guide! Advertising opportunities and pricing are available for view at [www.peoria.org/Partnership Advertising](http://www.peoria.org/PartnershipAdvertising).

For more information, contact Cara Allen at [callen@peoria.org](mailto:callen@peoria.org)

## Video Gallery

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

## Upcoming Holiday Events

November 16th - November 24th - Hometown Holidays, Morton  
November 17th - East Peoria Parade of Lights, East Peoria  
November 23rd - Santa Claus Parade, Downtown Peoria  
November 30th - Christmas on Court, Court Street, Pekin  
December 6th - Annual Candlelight Stroll, Washington  
December 7-9th - Santa's Wildlife Express, Wildlife Prairie Park  
December 8th - Santa Cause 5K, Junction City, Peoria  
December 8th - The Nutcracker, Peoria Civic Center  
December 31st - New Year's Eve Countdown, Peoria Civic Center

## PACVB Annual Meeting

This quarter, we hosted our Annual Meeting for our partners, city officials and Board of Directors. Congratulations to the following award winners:

**Advocate of the Year:** Sharon Gramm, Executive Director, Peoria Riverfront District

**Friend of Tourism Award:** Willis Thomas, Mark Henry & Rudy Booth

**Small Partner of the Year:** Mackinaw Valley Vineyard and Winery

**Large Partner of the Year:** Par-A-Dice Hotel Casino  
**Steve Kouri MVP:** Louisville Slugger Sports Complex

## Welcome Enjoy Peoria's Newest Partners!

Art at the Bodega

Blue Falcon Battleground

Chillicothe Historical Society

Edge by Chef Dustin Allen

Escapetown Peoria

Freekwen-C

Happy Thought Coffee

Industry Brewing Company

Madden Media

Maurie's of Pekin

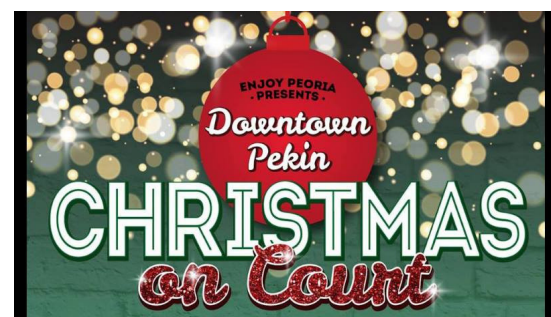
McMahon's Pints and Plates

Nat's Place

Odie's

Sugarcane Shack

Wolf Hollow Archery





# 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 3 Bookings will generate \$2.85 Million in Economic Impact to our communities

## Major Groups Serviced in QTR 3

- American Junior Golf Association, 2018 AJGA D.A. Points Junior at Pekin Country Club
- Waechter Conference, 2018 Waechter Summer Conference
- Illinois Society of Association Executives, 2018 Summer Session
- Professional Disc Golf Association, 2018 Ledgestone Insurance Open



## Bring Your Meeting Home

Keeping Conventions and Sporting Groups in the Peoria Area helps our community succeed by creating new jobs, increasing tax revenues, and creating more opportunity for growth and development in our area!

You may have received a survey for Bring Your Meeting Home, please take a minute to fill it out, we appreciate your assistance! For more information, please contact Joni Staley at [jstaley@peoria.org](mailto:jstaley@peoria.org)



# 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.  
Cara Allen, VP of Marketing and Operations  
Joni Staley, Director of Sales  
Danielle Bensing, Convention/Sports Sales Manager  
Lelonie Luft, Convention Sales Manager  
Kim McKune, Convention Services Manager  
Heather Soviar, Graphic Design/New Media Manager  
Trianna Kientzle, Marketing Project Manager  
Andrew Barra, Marketing Specialist  
Ashley Randall, Marketing and Events Assistant  
Melissa Cavanaugh, Finance & Admin. Coordinator

## 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  
Mrs. Sherrill West - City of Washington  
Mr. Rex Linder - Heyl, Royster, Voelker & Allen

### Members

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. J.D. Dalfonso - PCCA  
Mr. Rusty Dunn - Caterpillar  
Mr. Rik Edgar - Peoria Civic Center  
Mr. Jeff Griffin - Peoria Area Chamber of Commerce  
Mr. David Haney - U of I College of Medicine  
Mr. Jeff McLinden - Peoria Marriott Pere Marquette  
Ms. Susan Morton - Caterpillar Visitors Center  
Ms. Ginger Hermann - Village of Morton  
Mr. Mark Rotherth - City of Pekin  
Ms. Cori Rutherford - Par-A-Dice Hotel Casino  
Mr. Christopher Setti - Greater Peoria EDC

## Contact Us



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### Connect on Social Media

@EnjoyPeoria

