



**CITY OF WASHINGTON, ILLINOIS**  
**Finance & Personnel Committee Communication**

**Meeting Date:** November 16, 2020

**Prepared By:** Ray Forsythe, City Administrator

**Agenda Item:** Peoria Area Convention and Visitors Bureau Agreement

**Explanation:** The City of Washington contacts with the Peoria Area Convention and Visitors Bureau as the regional destination marketing entity for the Peoria Area which includes Washington. Due to a change over in staffing and the COVID-19 Pandemic, no agreement has been presented to the City of Washington for the current fiscal year. J.D. Dalfonso presented the current work plan and activities at the July 13<sup>th</sup> Committee of the Whole.

**Fiscal Impact:** 2020 TBD; 2021 \$16,000

**Action Requested:** Discussion on the proposed 2021 Agreement as well as the option for a shortened agreement for 2020.

**Attachment:** Proposed 2021 Agreement.

**DISCOVER**  
**• 1825 •**  
**WASHINGTON**

## City of Washington & PACVB Agreement 2021

### AN OVERVIEW

In 2020, the Peoria Area Convention and Visitors Bureau has worked to push the envelope into a new era of destination marketing across our central Illinois region to ensure the quality of life is highlighted to its fullest potential. Of course, the road in 2020 has not been ideal, but thanks to our continued partnership, our efforts have been able to withstand the headwinds COVID-19 has brought upon our organization. The future may look blurry, but our continued partnership will be focused on advocating for and providing recovery opportunities for our businesses and overall tourism in Washington.

We would like to thank the Washington City Council for your continued commitment to promoting the city of Washington through tourism. This community's continued investment has placed the city as a regional leader by means of economic foresight and has contributed greatly to the ongoing success of tourism across Tazewell County. In 2019, Tazewell County saw \$220 million in domestic tourism spending, translating to \$4 million in local tax receipts. This money is being spent in our communities thanks to your continued support. Your investment of 1% of the Washington hotel tax revenues, or \$16,000, whichever is greater, will be used directly for efforts to promote economic growth and recovery for Washington utilizing new tools established over the past year at the CVB.

In 2021, we look to think creatively in the times we are facing, keeping in mind the strain our governments and business climates are facing. Marketing and advocacy for Washington is more important now than ever, and the communities that take advantage of being out in front of recovery will see the most reward in 2021 and beyond. We believe our new marketing strategies will help position Washington well and we will look to accomplish them collaboratively.

The Discover Peoria Vision:

*To establish the Peoria area as the most desired region in the country for wholesome, memorable experiences.*

## A BREAKDOWN

**We would like to provide free membership to all tourism-related businesses in the City of Washington** as part of our updated agreement. Tourism-related businesses encompass all restaurants, hotels, retail shops, and attractions, along with providing a listing for city amenities such as the pool, parks, etc.

The intent of this new effort came after our CEO's last update to the Washington City Council and after conversations with Mayor Manier. By providing an avenue to encompass membership for all tourism-related businesses, it can reduce duplication of Chamber and CVB dues.

With the City of Washington's support, the city can relieve a dues line item from small businesses to allow more incentive to support the local Chamber of Commerce, all while receiving more advocacy and promotion from the CVB.

Membership incentives for these partners would include listings on the Discover Washington page on the new Discover Peoria website, Discovery Guide listings, partner database access to allow customization of photos and descriptions of the businesses, opportunities to be highlighted in CVB tourism-related publications statewide, local media highlights with established radio and TV agreements, and more opportunities as they arise.

Right now, roughly 50 businesses fall within the category of tourism-related businesses in Washington. All businesses would be included as members, wherever the final number would fall.

### **In addition, we will provide to Washington:**

- A full page advertisement in the Discovery Guide
- A full feature page of editorial and photos in the Discovery Guide
- A landing page and the url [www.discoverwashington.org](http://www.discoverwashington.org) (this page can be further developed with city businesses listings, videos, etc.)
- Social media posts and shares throughout the year on our @enjoypeoria and @discoverpeoria social handles
- One dedicated eblast to our leisure travel email list of 6,000 subscribers that have opted in for travel information on our area
- Unlimited listings on our newly revamped calendar of events
- Illinois Office of Tourism relations and opportunities
- One customized, localized small business recovery video
- Additional items TBD by PACVB and Washington

**Finally, as a funding city with the PACVB, the Mayor of Washington is granted one appointment to the PACVB Board of Directors.**