



CITY OF WASHINGTON, ILLINOIS

Committee of the Whole Agenda Communication

Meeting Date: May 9, 2022

Prepared By: Jim Snider, City Administrator
Jon Oliphant, AICP, Planning & Development Director

Agenda Item: Discover Peoria Presentation

Explanation: Representatives from Discover Peoria (also known as the Peoria Area Convention and Visitors Bureau) will be in attendance to present a possible two-year agreement with two option years for its services. Attached is the 2021 agreement and its proposed benefits for each of the four possible agreement years.

Fiscal Impact: The FY 22-23 budget includes \$16,000 for a Discover Peoria agreement, which was the City's contribution for the latest partnership. Discover Peoria has proposed an agreement where the City contributes \$15,000 in the first year, \$20,000 in the second year, and \$25,000 in the third and fourth years as an investment in "The Riparian Club." The agreement would be revisited after the first two years and the City would have the ability to terminate it if the partnership is deemed inadequate.

Action Requested: The presentation is intended to offer the City Council the opportunity to hear more about and to ask questions about a potential partnership with Discover Peoria. Should there be interest in an agreement, it would be scheduled for approval as an ordinance at a future Council meeting.



Peoria Area Convention and Visitors Bureau
456 Fulton St. Suite 300 | Peoria, IL 61602
☎ (309) 676-0303 ✉ info@peoria.org
www.DiscoverPeoria.com

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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



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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 (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.

This agreement has been executed by the following parties:

Gary W. Manier
Mayor
City of Washington

Valeri L. Brod
City Clerk
City fo Washington

JD Dalfonso
President/CEO
Peoria Area Convention and Visitors Bureau

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The Riparian Club

Riparian

adjective

/rə'perēən, rī'perēən/

Relating to or living or located on the bank of a natural watercourse (such as a river)

The Riparian Club

noun

/THē rə'perēən, rī'perēən kləb/

An opportunity to invest in Greater Peoria through a partnership with the Peoria Area Convention and Visitors Bureau



Washington, Illinois

	FY 2022	FY 2023	FY 2024-2026
	\$15,000	\$20,000	\$25,000
Recommendation of Voting Seat on the PACVB Board	X	X	X
Promotion of ALL Hospitality Businesses within Washington (Right)	X	X	X
Localized Discovery Video			X
Dedicated Washington Landing Page on PACVB Website // includes festival information	X	X	X
Custom City Logo and Branding Guidelines that Coordinate with the New Discover Peoria Rebrand		X	X
Shared Promotions on PACVB Home Page			X
Unlimited Listings on PACVB Calendar of Events	X	X	X
Consultation(s) with PACVB Director of Your Choice (Finance, Sales, Marketing, Experience)		X	X
Discounted rate for a full-page advertisement in the PACVB Discovery Guide (bi-annual publication)	20% off	20% off	20% off
Full Feature Page of Editorial and Photos in the PACVB Discovery Guide		X	X
PACVB Social Media Promotion	4 custom posts + unlimited shares	4 custom posts + unlimited shares	4 custom posts + unlimited shares
Dedicated eblast to our 13,000+ travel and leisure subscribers		X	X
Sell and Market Washington to Sporting Events and Conventions (at trade shows and in direct sales)			X
Promote and Recommend Accommodations in Washington (at trade shows and in direct sales)			X
Market Washington to Leisure Travelers	X	X	X
Promotion through Illinois Office of Tourism website and special marketing promotions	X	X	X

Hospitality Business Perks
Company Logo, Description, URL on PACVB Website
Spotlight on the Discover Peoria Social Channels
Unlimited Listings on PACVB Calendar of Events (Self-generated)

Service Companies to be added for \$125 at their own expense

(Contract begins July 2022 and runs through December 2026 officially; Services for this contract will begin the day our contract is signed.

Perks will be revisited each year and adjusted for equal or lesser valued tasks. After 3 years (FY2024) the agreement will be revisited to evaluate its benefit. If the City of Washington deems the partnership inadequate, the contract can be terminated.