



CITY OF WASHINGTON, ILLINOIS

City Council Agenda Communication

Meeting Date: June 20, 2022

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

Agenda Item: Resolution – Discover Peoria Agreement

Explanation: J.D. Dalfonso, President and CEO of Discover Peoria (also known as the Peoria Area Convention and Visitors Bureau), gave a presentation at the May Committee of the Whole meeting about a possible two-year agreement with two option years for its services. Attached are the proposed benefits for each of the four possible agreement years. The most recent agreement expired on December 31, 2021.

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. Should the agreement be approved, the FY 23-24 budget would be increased to support the \$20,000 contribution.

Action Requested: Approval of the agreement at the June 20 City Council meeting.

RESOLUTION NO. _____

(Synopsis: Adoption of this resolution would approve an agreement with Discover Peoria regarding tourism development, promotion and recruitment services for a two-year period ending on April 30, 2024, with two optional one-year extensions. Among other things, the agreement provides for the payment of a share of the City's Hotel-Motel Tax Revenues to Discover Peoria.)

A RESOLUTION AUTHORIZING THE MAYOR AND CITY CLERK OF THE CITY OF WASHINGTON, TAZEWELL COUNTY, ILLINOIS, TO ENTER INTO AN AGREEMENT BETWEEN THE CITY OF WASHINGTON AND DISCOVER PEORIA

WHEREAS, it is in the best interests of the residents of the City of Washington to enter into an agreement with Discover Peoria; and

WHEREAS, said Agreement shall terminate automatically on April 30, 2024, without further action of either party; and

WHEREAS, said Agreement can be extended for up to two optional one-year extensions if approved by the City Council that would allow for it to terminate on either April 30, 2025, with one extension or April 30, 2026, with two extensions.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WASHINGTON, TAZEWELL COUNTY, ILLINOIS, as follows:

Section 1. That the Agreement between the City of Washington and Discover Peoria with regards to generating regional tourism and support to the Washington tourism related businesses, a copy of which is attached hereto as Exhibit "A" and be reference expressly made a part hereof, be, and the same is hereby approved.

Section 2. That the Mayor and the City Clerk of the City of Washington be, and hereby are, authorized, empowered, and directed to enter into and execute said Agreement on behalf of the City of Washington in substantially the form of the document attached hereto as Exhibit "A" and by reference expressly made a part hereof, and to make, execute, and deliver any and all documents necessary for the effectiveness thereof.

Section 3. That this resolution shall be in full force and effect from and after its passage, approval, and publication as provided by law.

PASSED AND APPROVED THIS _____ day of _____, 2022.

AYES

NAYS

Mayor

ATTEST:

City Clerk

DISCOVER
PEORIA

INTRODUCING...

The Riparian Club

Riparian

adjective

/re'perēen, rī'perēen/

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

The Riparian Club

noun

/THē re'perēen, rī'perēen kleb/

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			
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	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. 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 2 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.



WASHINGTON, IL

PARTNERSHIP ANALYTICS + DATA

MARCH 2021 - MAY 2022

Washington Content		NOTES
Blog Mention	43	Sent to 7,018 subscribers with a 28.70% open rate
Facebook Posts	7	
Instagram Content	9	
TikTok Videos	12	
Newsletter Mentions	19	
Press Releases	3	
Radio Mentions	36	
Podcast Mention	19	
TV Mention	29	
Videos Made	2	

SALES LEADS	Leads Sent	Total Requested Room Nights
Sleep Inn & suites	43	31976
Super 8 Wyndham	1	912
TOTAL	44	32,888

Discover Peoria Website	Page Views	Avg. Time On Page
City of Washington	569	2:12
/event/five-points-fridays-with-top-4d/	47	1:14
event/wheel-throwing-make-your-own-pottery	233	2:18
/event/band-and-bags-vendor-and-craft-show/	2	:22
/event/2022-washington-good-neighbor-days	25	:52
/events/annual-events-and-festivals/washington-good-neighbor-days/	2,311	:55
Get Creative In Greater Peoria Blog Post	153	2:22
Total	3187	2:01

Washington Listings	Views	Clicks
Hospitality + Tourism Listings	3,759	1,252

Social Engagement	Reach	Engagements
FB + Instagram + Twitter	45,800	4,641

Page's on Discover Peoria Website	Page Views	Avg. Time On Page
City of Washington	569	2:12
/event/five-points-fridays-with-top-4d/	47	1:14
event/wheel-throwing-make-your-own-pottery	233	2:18
/event/band-and-bags-vendor-and-craft-show/	2	:22
/event/2022-washington-good-neighbor-days	25	:52
/events/annual-events-and-festivals/washington-goo	2,311	:55
Get Creative In Greater Peoria Blog Post	153	2:22
Total	3187	2:01

Newsletter	Sent to	Open Rate	Most clicked on link
April 15 Newsletter (Blog Post + Quail Meadows Golf Course)	7,018	28.70%	Blog post

Businesses	views	Clicks
At Bat	345	81
Art at the Bodega	794	295
Aunt Dena's Bakery	63	23
Backyard Living	11	3
Bard Optical Washington	5	1
Bernardis	0	0
Blue Margarita's Mexican Bar & Grill - Washington	25	10
Boutique 309	25	12
The Brickhouse BBQ Burgers & Brew	78	39
Brunk's Screenprinting & Graphics	12	8
Castaways Quality Consignment	11	3
Chef's Celebrations center and catering	41	10
Cherry Garden Inc	71	29
Christy's Place	126	27
Cloud Nine Massage Studio	13	3
Cornerstone Inn Bed & Breakfast	136	73
Countryside Banquet Facility	20	3
Create a Scene	18	5
Crestview Motel	18	6
Cummins Family Restaurant Washington	9	4
Cut's	0	0
Define the home inc	5	2
Five Points Washington	293	48
Fosters Jewelry	75	32
Goldenfinch Boutique	1	1
GYM Corner LTD	103	34
Hillcrest Golf Center Inc	15	4
Holland's Mercantile	195	78
Holland's Carmelcom	3	0
Homespun	64	13
Katy T's	17	8
Kep's Sports Bar & Grill	7	2
Khoury's Restaurant	5	2
Kimpling Hardware and Home improvement	1	6
LeBakery On the Square	6	7
Le Fleur Floral Design & Event	4	8

Lucky Charlie	80	22
Lindy's Red Fox Food Mart Inc	91	14
Liquor Oasis	5	2
Lori's Kitchen Store	158	44
Mariachi Mexican Restaurant	11	2
Michael's Italian Feast	20	6
Parish's Pub	10	0
Peddler's Way Quilt Company	16	5
Plaza Lanes	30	14
Prairie Built Barns	27	13
Quail Meadows Golf Course	2	0
Ron's Donuts and Bakery	14	6
Russell's Cycling & Fitness	12	5
Sentimental Journey	20	9
Shears Hair Salon	3	0
Sleep Inn & Suites Washington	19	0
Stay Sharp Barber Shop	15	6
Step Back in Time	27	7
Super 8 Washington	3	0
Team Works by Holzhauer	2	0
The Blacksmith Steakhouse	67	41
The Blend Coffee	27	9
The Book Nook	16	7
The Paper Forest Scrapbook Boutique	73	27
Transformation's Lash Studio and Academy	1	1
Tres Rojas Winery	285	101
Utring Chevrolet Oldsmobile Inc	5	0
Washington Chamber of Commerce	24	5
Washington Greenhouse	42	10
Wielands Lawn Mower Hospital	3	2
Wishing Star Boutique by Tabatha- Washington	17	8
Zeek's Comics and Games	19	6
Total	3759	1252

SOCIAL ENGAGEMENT

Caption	Platform	Date	Reach	Engagements
Scavenger Hunt	Insta	April 27, 2022	1,039	19
Art at the Bodega	Insta	April 6, 2022	693	5
Looking to satisfy that hankering for sugar?!	FB	March 28, 2022	10,701	1,017
Looking to satisfy that hankering for sugar?!	Twitter	March 28, 2022	220	11
<u>40th year in business</u>	Insta	March 26, 2022	1,034	64
TBT	FB	February 24, 2022	1,887	129
WMBD	FB	February 23, 2022	2,831	158
For the love of Tazewell Co	Insta	February 15, 2022	683	43
Ron's Donuts in Washington	Insta Story	February 4, 2022	632	3
Ron's Donuts in Washington	FB story	February 4, 2022	602	2
Help us thank our area safety teams!	Insta	February 2, 2022	2,719	982
<i>Looking to check out some new talent this weekend,</i>	FB	January 12, 2022	1,177	50
Last chance to enter our contest!	FB	December 1, 2021	208	7
GIVEAWAY ALERT	FB	November 29, 2021	267	8
Central IL loves the holidays!	FB	November 22, 2021	1,029	77
<i>#DiscoverWashington is packed with</i>	FB	November 19, 2021	605	26
<i>We launched #HispanicOwnedPeoria yesterday!</i>	FB	November 3, 2021 at 6:40 PM	1,850	71
<i>Today, we launched #HispanicOwnedPeoria,</i>	FB	November 2, 2021 at 3:55 PM	8,046	1,301
There are plenty of opportunities to save lives	FB	October 28, 2021 at 1:10 PM	317	2

<i>Set sail with us at the Caterpillar Performing Arts</i>	FB	October 9, 2021 at 2:47 PM	403	3
<i>Set sail with us at the Caterpillar Performing Arts</i>	Twitter	October 9, 2021 at 2:47 PM	234	2
<i>The first weekend of the local favorite</i>	FB	September 29, 2021 at 3:13 PM	1,227	74
Fall is here & so are fall events! The historic	FB	September 22, 2021 at 2:55 PM	425	23
The weekend is a great time to discover	Insta	September 18, 2021	973	6
The weekend is a great time to discover	Twitter	September 18, 2021	404	13
<i>Five Points Washington Fridays will</i>	FB	September 13, 2021 at 12:14 PM	333	17
<i>A coalition of Peoria Area organizations is kicking</i>	FB	September 9, 2021	2,273	239
<i>The Third Annual BrownFest at Five Points</i>	FB	August 30, 2021 at 12:08 PM	313	9
<i>Cheers! We've made it halfway through the</i>	Twitter	August 25, 2021	339	1
<i>Just like the caption says below, music, art and</i>	FB	August 18, 2021 at 3:09 PM	273	51
Join Five Points Washington this weekend	FB	July 19, 2021	240	8
<i>Ballet 5:8 is coming to Five Points Washington!</i>	FB	July 9, 2021 at 11:51 AM	846	38
<i>"The Little Mermaid" Musical debuts at Five Points</i>	FB	July 7, 2021 at 2:53 PM	209	8
<i>Join Five Points Washington on Saturday,</i>	FB	July 5, 2021 at 12:05 PM	227	2
<i>Restaurant Week is only two weeks away! Check</i>	FB	April 28, 2021 at 11:50 AM	158	14
<i>The weekend is almost here and there so many</i>	FB	April 14, 2021 at 2:51 PM	184	28
<i>Live at Five Points has announced that Five Points</i>	FB	April 1, 2021 at 3:24 PM	112	11
<i>It's trivia mania here in central Illinois this weekend</i>	FB	March 24, 2021 at 3:08 PM	235	68
<i>The Peoria Riverfront Museum is back open to the</i>	FB	March 10, 2021 at 5:20 PM	146	20
<u>Have you discovered the Historic Washington</u>	FB	March 9, 2021 at 11:56 AM	707	47
<u>Have you discovered the Historic Washington</u>	Insta	March 9, 2021 at 11:56 AM	731	8
Total			45,800	4,641

DISCOVER PEORIA

Partner: Account Recap

Date Generated: 05/11/2022
Date Filter: 03/01/2021 to 05/01/2022

City of Washington / 1395

Status Active
Region Washington
Address 115 W. Jefferson St.
City Washington
State/Province IL
Zip/Postal Code: 61571
Country: UNITED STATES
Phone: 309-444-3196
Fax:
Tollfree:
Email:
Website: <https://www.ci.washington.il.us>
Date Created: 12/08/2013 by Admin/Web
Date Last Updated: 05/10/2022 by Ashley Hildebrandt

Advertising Opportunities

Promotion	Ad Type	Amount	Ad Category	Cash Amount	Trade Amount
Blog Post 4/6/22	Blog Article	\$0.00	Default - Highlighted in "Get Creative in Greater Peoria" Blog post	0	0
Facebook P0st 3/28/22	Facebook	\$0.00	Default - Mentioned in our blog post (LeBakery, Holland's Mercantile) which we shared on Facebook // These spots will satisfy any sweet tooth	0	0
Facebook Post 2/23/2022	Facebook	\$0.00	Default - Promoted visiting Tres Rojas Winery's event	0	0
AMP Radio Spots - February 7 - 13, 2022	Radio Mentions	\$0.00	Default - Featured the My Bourbon Little Valentine event at Lori's Kitchen Store for the week of February 7 - 13, 2022 on AMP Radio's three radio stations.	0	0
Five Points Jazz Series Blog	Blog Article	\$0.00	Default - Posted a blog about the February 2022 Jazz Series coming to Five Points Washington.	0	0
MJ Hurley Sports Podcast - January 13, 2022	Podcast	\$0.00	Default - Featured the Eat, Drink & Be Married Bridal Expo at Five Points Washington.	0	0
The Craig Collins Show - 1/13/22	Radio Mentions	\$0.00	Default - Featured the Eat, Drink & Be Married Bridal Expo at Five Points Washington on The Craig Collins Show on 1470 WMBD Radio.	0	0

The Greg & Dan Show - January 2022	Radio Mentions	\$0.00	Default - Featured the Eat, Drink & Be Married Bridal Expo at Five Points Washington on the January appearance on The Greg & Dan Show on 1470 WMBD Radio.	0	0
WMBD/WYZZ - January 12, 2022	Television	\$0.00	Default - Featured the Eat, Drink & Be Married Bridal Expo at Five Points Washington on WMBD/WYZZ.	0	0
The Craig Collins Show - 1/6/22	Radio Mentions	\$0.00	Default - Featured the Princess Ball at Five Points Washington on The Craig Collins Show on 1470 WMBD Radio.	0	0
WMBD/WYZZ - December 22, 2021	Television	\$0.00	Default - Featured the Pops Christmas Extravaganza at Five Points Washington on WMBD/WYZZ.	0	0
Winter Fun in Greater Peoria Blog	Blog Article	\$0.00	Default - Mentioned shopping in the city of Washington in the Winter Fun blog.	0	0
Eat Drink & Be Married Bridal Expo Blog	Blog Article	\$0.00	Default - Posted a featured blog about the Eat, Drink & Be Married Bridal Expo coming to Five Points Washington in Washington, IL.	0	0
Lori's Kitchen Store TikTok	TikTok	\$0.00	Default - Posted a TikTok about Lori's Kitchen Store in Washington, IL. Also posted on Instagram/Facebook stories, Instagram Reels and Instagram Highlights.	0	0
AMP Radio Spots - December 20 - 26, 2021	Radio Mentions	\$0.00	Default - Featured the Peoria Pops Christmas Extravaganza at Five Points Washington during the week of December 20 - 26 on the Discover Peoria radio spots played on AMP three radio stations.	0	0
Peppermint Mocha Peoria Blog	Blog Article	\$0.00	Default - Mentioned The Blend coffee, located in Washington in the Peppermint Mocha Peoria blog.	0	0
MJ Hurley Sports Podcast - December 16, 2021	Podcast	\$0.00	Default - Featured the Peoria Area Civic Chorale's performance of An American Family Christmas at Five Points Washington.	0	0
The Craig Collins Show - 12/16/21	Radio Mentions	\$0.00	Default - Featured An American Family Christmas performance by the Peoria Area Civic Chorale at Five Points Washington on The Craig Collins Show on 1470 WMBD Radio.	0	0
WMBD/WYZZ - December 15, 2021	Television	\$0.00	Default - Featured the Peoria Area Civic Chorale's performance of An American Family Christmas at Five Points Washington on WMBD/WYZZ.	0	0
Promoter-December 15	Email	\$0.00	Default - Mentioned An American Family Christmas event in the December 15 promoter which takes place at Five Points Washington in Washington.	0	0
AMP Radio Spots - December 13 - 19, 2021	Radio Mentions	\$0.00	Default - Featured the Peoria Area Civic Chorale's performance at Five Points Washington during the week of December 13 - 19's radio spots on AMP Radio.	0	0
LeBakery On The Square TikTok	TikTok	\$0.00	Default - Posted a TikTok about LeBakery on the Washington Square. Also posted on Instagram/Facebook stories, Instagram highlights and Instagram reels.	0	0
The Craig Collins Show - 11/18/21	Radio Mentions	\$0.00	Default - Featured the Kevin Brown Memorial tournament.	0	0

Shop Local in Washington This Holiday Season	Blog Article	\$0.00	Default - Posted a blog about places to shop local in Washington this holiday season.	0	0
MJ Hurley Sports Podcast - November 11, 2021	Podcast	\$0.00	Default - Featured Five Points Washington's Holiday Sip & Shop event.	0	0
The Craig Collins Show - 11/11/21	Radio Mentions	\$0.00	Default - Featured Five Points Washington's Sip & Shop Holiday event on The Craig Collins Show.	0	0
WMBD/WYZZ - November 10, 2021	Television	\$0.00	Default - Featured Five Points Washington's Holiday Sip & Shop event on WMBD/WYZZ.	0	0
AMP Radio Spots - November 8 - 14, 2021	Radio Mentions	\$0.00	Default - Featured the Holiday Sip & Shop event at Five Points Washington during the week of November 8 - 14's radio spots on AMP Radio.	0	0
10 Holiday Events Blog	Blog Article	\$0.00	Default - Mentioned Washington Specialty Shops Candlelight Stroll in the 10 Holiday Events blog.	0	0
The Craig Collins Show - 11/5/21	Radio Mentions	\$0.00	Default - Featured Lori's Pie Making Class at Lori's Kitchen Store on The Craig Collins Show.	0	0
MJ Hurley Sports Podcast - November 4, 2021	Podcast	\$0.00	Default - Featured Lori's pie-making class at Lori's Kitchen Store.	0	0
WMBD/WYZZ - November 3, 2021	Television	\$0.00	Default - Featured the Pie Making Class at Lori's Kitchen Store in Washington on WMBD/WYZZ.	0	0
Holiday Events in Central Illinois - Paula Sands Live	Television	\$0.00	Default - Featured the Candlelight Stroll Christmas event on Paula Sands Live on KWQC TV-6 (Quad Cities).	0	0
AMP Radio Spots - November 1 - 7, 2021	Radio Mentions	\$0.00	Default - Featured the Pie Baking Class at Lori's Kitchen store in Washington during the week of November 1 - 7 on the AMP radio stations.	0	0
Promoter- November 1, 2021	Email	\$0.00	Default - Mentioned the City of Washington in the November 1, 2021 promoter when talking about the Washington Sip and Shop Holiday Boutique event.	0	0
Anything Goes Musical Blog	Blog Article	\$0.00	Default - Posted a featured blog about the Anything Goes Musical coming to Five Points Washington in Washington.	0	0
The Craig Collins Show - 9/30/21	Radio Mentions	\$0.00	Default - Featured the Fall Outdoor Market at Five Points Washington on The Craig Collins Show.	0	0
WMBD/WYZZ - September 29, 2021	Television	\$0.00	Default - Featured the last Fall Outdoor Market at Five Points Washington on WMBD/WYZZ.	0	0
AMP Radio Spots - September 27 - October 3, 2021	Radio Mentions	\$0.00	Default - Featured the Fall Outdoor Market at Five Points Washington during the week of September 27 - October 3 on AMP Radio Stations.	0	0
Washington The Blend TikTok	TikTok	\$0.00	Default - Posted a TikTok about The Blend coffee located in Washington. Also posted on Facebook/Instagram stories, Instagram highlights and Instagram reels.	0	0
MJ Hurley Sports Podcast - September 23, 2021	Podcast	\$0.00	Default - Featured Washington's Autumn Fest.	0	0
WMBD/WYZZ - September 22, 2021	Television	\$0.00	Default - Featured Washington's Autumn Fest on WMBD/WYZZ.	0	0

AMP Radio Spots - September 20 -26, 2021	Radio Mentions	\$0.00	Default - Featured Washington's Autumn Fest during the week of September 20 -26 on AMP Radio Stations.	0	0
Downtown Washington Mural Painter TikTok	TikTok	\$0.00	Default - Posted a TikTok of a painter creating a mural in Washington. Also posted on Instagram and Facebook stories, Instagram reels and highlights.	0	0
Promoter- September 15, 2021	Email	\$0.00	Default - Mentioned the Washington Good Neighbor Days in the bi-weekly promoter.	0	0
Black Velvet Five Points Concert Blog	Blog Article	\$0.00	Default - Posted a featured blog about the Black Velvet concert at Five Points Washington in Washington.	0	0
MJ Hurley Sports Podcast - September 9, 2021	Podcast	\$0.00	Default - Featured the 33rd Annual Marching Panther Invitational by Washington Community High School	0	0
WMBD/WYZZ - September 8, 2021	Television	\$0.00	Default - Featured the 33rd Annual Marching Panther Invitational by Washington Community High School on WMBD/WYZZ.	0	0
Fall Events Video	Video	\$0.00	Default - Mentioned Washington Autumn Fest in the Fall Events Video. Shared the video on Youtube and Facebook.	0	0
Dog Friendly Discoveries Blog	Blog Article	\$0.00	Default - Mentioned Washington Bark District Park in the Dog Friendly Discoveries blog.	0	0
Brownfest Blog	Blog Article	\$0.00	Default - Posted a featured Blog about Brownfest coming to Five Points Washington.	0	0
MJ Hurley Sports Podcast - August 19, 2021	Podcast	\$0.00	Default - Featured the Washington Arts Festival.	0	0
Spoony & The Bootleggers Blog	Blog Article	\$0.00	Default - Posted a featured blog about Spoony & The Bootleggers coming to Five Points in Washington.	0	0
WMBD/WYZZ - August 18, 2021	Television	\$0.00	Default - Featured the Washington Arts Festival on WMBD/WYZZ.	0	0
Promoter- August 15, 2021	Email	\$0.00	Default - Mentioned the Washington Arts Festival located at Washington Park in the August 15 promoter.	0	0
Discover All the Ways to Experience Fall in the Peoria Region Press Release	Press Release	\$0.00	Default - Washington Autumn Fest was mentioned in the fall press release.	0	0
Ledgestone 2021 Video	Video	\$0.00	Default - Filmed, edited and posted a video about Ledgestone 2021 Disc Golf Tournament, which spreads across the cities of Pekin, Peoria, Morton and Washington. Posted on Facebook and Youtube, shared as a blog and shared in bi-weekly email promoter.	0	0
Five Points Washington Jazz Night Blog	Blog Article	\$0.00	Default - Posted a featured blog about Jazz Night featuring the Nathan Taylor Band on August 15 located at Five Points in Washington.	0	0
Sentimental Journey TikTok	TikTok	\$0.00	Default - Created a featured TikTok about Sentimental Journey in the Washington Square.	0	0
Promoter-July 15, 2021	Email	\$0.00	Default - Featured the Washington Rove and Ramble in the Washington Square in the July 15th promoter.	0	0

Jazz Night at Five Points Blog	Blog Article	\$0.00	Default - Posted a blog about Jazz night taking place at Five Points on Sunday July 25th in Washington.	0	0
MJ Hurley Sports Podcast - July 8, 2021	Podcast	\$0.00	Default - Featured "The Little Mermaid" performance at Five Points Washington.	0	0
Chicago's Ballet 5:8 Blog	Blog Article	\$0.00	Default - Posted a blog about the Ballet 5:8 coming to Five Points in Washington fall of 2021.	0	0
WMBD/WYZZ - July 7, 2021	Television	\$0.00	Default - Featured "The Little Mermaid" performance at Five Points Washington on WMBD/WYZZ.	0	0
Holland's Mercantile and Carmelcorn Tiktok	TikTok	\$0.00	Default - Visited Holland's Candy Store and Carmelcorn in Washington,IL and filmed a TikTok. Posted on Instagram/Facebook stories and Instagram Highlights.	0	0
Promoter-July 1, 2021	Email	\$0.00	Default - Mentioned The Little Mermaid musical at Five Points Players in Washington in the July 1,2021 bi-weekly promoter.	0	0
Discover All the Ways to Experience Summer in the Peoria Region Press Release	Press Release	\$0.00	Default - The City of Washington's Annual Good Neighbor Days Festival was featured in the Summer Events Press Release with information about how this year's event is canceled but to stay tuned for announcements about smaller festival-inspired events.	0	0
Promoter - May 1, 2021	Email	\$0.00	Default - Featured Art at the Bodega's Mothers Day Paint and Plant event in the May 1 Promoter.	0	0
MJ Hurley Sports Podcast - April 29, 2021	Podcast	\$0.00	Default - Featured Lori's Kitchen Store's cooking event.	0	0
WMBD/WYZZ - April 28, 2021	Television	\$0.00	Default - Talked about the Chicken Pastabilities Cooking Class at Lori's Kitchen Store.	0	0
Promoter - April 15, 2021	Email	\$0.00	Default - Featured the Spring it On Outdoor Market at Five Points Washington.	0	0
Stop & Smell the Rosé Blog	Blog Article	\$0.00	Default - Featured Tres Rojas Winery in the Stop and Smell the Rosé blog.	0	0

DISCOVER PEORIA

Partner: Account Recap

Date Generated: 05/11/2022
Date Filter: 03/01/2021 to 05/01/2022

Washington Chamber of Commerce / 94

Status	Active
Region	Washington
Address	105 S. Spruce Street
City	Washington
State/Province	IL
Zip/Postal Code:	61571
Country:	UNITED STATES
Phone:	309-444-9921
Fax:	309-444-9225
Tollfree:	
Email:	chevie@washingtoncoc.com
Website:	www.washingtoncoc.com
Date Created:	12/08/2013 by Admin/Web
Date Last Updated:	05/10/2022 by Ashley Hildebrandt

Advertising Opportunities

Promotion	Ad Type	Amount	Ad Category	Cash Amount	Trade Amount
Instagram Stories 4/22/2022	Instagram	\$0.00	Default - Annual Clean up day in Washington - story highlight for Washington Park District	0	0
Facebook Post 4/9/22	Facebook	\$0.00	Default - Featured in "Get Creative in Greater Peoria" Blog // Highlighted in the shared blog post on Facebook	0	0
WMBD 2/23/2022	Television	\$0.00	Default - Promoted visiting Tres Rojas Winery's chalk + sip event	0	0
Instagram Post 2/2/2022	Instagram	\$0.00	Default - Instagram Post - 500 likes to buy our safety teams in surrounding communities donuts	0	0
Holiday Events in Central Illinois - Paula Sands Live	Television	\$0.00	Default - Featured the Candlelight Stroll Christmas event on Paula Sands Live on KWQC TV-6 (Quad Cities).	0	0
MJ Hurley Sports Podcast - September 23, 2021	Podcast	\$0.00	Default - Featured Washington's Autumn Fest.	0	0
WMBD/WYZZ - September 22, 2021	Television	\$0.00	Default - Featured Washington's Autumn Fest on WMBD/WYZZ.	0	0
AMP Radio Spots - September 20 -26, 2021	Radio Mentions	\$0.00	Default - Featured Washington's Autumn Fest during the week of September 20 -26 on AMP Radio Stations.	0	0

Promoter- September 15, 2021	Email	\$0.00	Default - Mentioned Washington Good Neighbor Days in the bi-weekly promoter.	0	0
MJ Hurley Sports Podcast - August 19, 2021	Podcast	\$0.00	Default - Featured the Washington Arts Festival.	0	0
WMBD/WYZZ - August 18, 2021	Television	\$0.00	Default - Featured the Washington Arts Festival on WMBD/WYZZ.	0	0
Discover All the Ways to Experience Summer in the Peoria Region Press Release	Press Release	\$0.00	Default - Mentioned in the Summer Events Press Release about how Washington Good Neighbor Days typically kick off festival season in central Illinois but isn't happening this year but to stay tuned for updates on smaller festival-inspired events happening this summer.	0	0

DISCOVER PEORIA

Partner: Account Recap

Date Generated: 05/11/2022
Date Filter: 03/01/2021 to 05/01/2022

Five Points Washington / 67

Status Active
Region Washington
Address 360 North Wilmor Road
City Washington
State/Province IL
Zip/Postal Code: 61571
Country: UNITED STATES
Phone: (309) 444-8222
Fax: (309) 444-8220
Tollfree:
Email: vikkip@fivepointswashington.org
Website: <https://fivepointswashington.org/business-meetings-and-holiday-gatherings/>
Date Created: 12/08/2013 by Admin/Web
Date Last Updated: 05/10/2022 by Ashley Hildebrandt

Advertising Opportunities

Promotion	Ad Type	Amount	Ad Category	Cash Amount	Trade Amount
Five Points Jazz Series Blog	Blog Article	\$0.00	Default - Posted a blog about the February 2022 Jazz Series coming to Five Points Washington.	0	0
MJ Hurley Sports Podcast - January 13, 2022	Podcast	\$0.00	Default - Featured the Eat, Drink & Be Married Bridal Expo at Five Points Washington.	0	0
The Craig Collins Show - 1/13/22	Radio Mentions	\$0.00	Default - Featured the Eat, Drink & Be Married Bridal Expo at Five Points Washington on The Craig Collins Show on 1470 WMBD Radio.	0	0
The Greg & Dan Show - January 2022	Radio Mentions	\$0.00	Default - Featured the Eat, Drink & Be Married Bridal Expo at Five Points Washington on the January appearance on The Greg & Dan Show on 1470 WMBD Radio.	0	0
WMBD/WYZZ - January 12, 2022	Television	\$0.00	Default - Featured the Eat, Drink & Be Married Bridal Expo at Five Points Washington on WMBD/WYZZ.	0	0
The Craig Collins Show - 1/6/22	Radio Mentions	\$0.00	Default - Featured the Princess Ball at Five Points Washington on The Craig Collins Show on 1470 WMBD Radio.	0	0

WMBD/WYZZ - December 22, 2021	Television	\$0.00	Default - Featured the Pops Christmas Extravaganza at Five Points Washington on WMBD/WYZZ.	0	0
Eat Drink & Be Married Bridal Expo Blog	Blog Article	\$0.00	Default - Posted a featured blog about the Eat, Drink & Be Married Bridal Expo coming to Five Points Washington in Washington, IL.	0	0
AMP Radio Spots - December 20 - 26, 2021	Radio Mentions	\$0.00	Default - Featured the Peoria Pops Christmas Extravaganza at Five Points Washington during the week of December 20 - 26 on the Discover Peoria radio spots played on AMP three radio stations.	0	0
MJ Hurley Sports Podcast - December 16, 2021	Podcast	\$0.00	Default - Featured the Peoria Area Civic Chorale's performance of An American Family Christmas at Five Points Washington.	0	0
The Craig Collins Show - 12/16/21	Radio Mentions	\$0.00	Default - Featured An American Family Christmas performance by the Peoria Area Civic Chorale at Five Points Washington on The Craig Collins Show on 1470 WMBD Radio.	0	0
WMBD/WYZZ - December 15, 2021	Television	\$0.00	Default - Featured the Peoria Area Civic Chorale's performance of An American Family Christmas at Five Points Washington on WMBD/WYZZ.	0	0
Promoter-December 15	Email	\$0.00	Default - Mentioned An American Family Christmas event in the December 15 promoter which takes place at Five Points Washington.	0	0
AMP Radio Spots - December 13 - 19, 2021	Radio Mentions	\$0.00	Default - Featured the Peoria Area Civic Chorale's performance at Five Points Washington during the week of December 13 - 19's radio spots on AMP Radio.	0	0
MJ Hurley Sports Podcast - November 11, 2021	Podcast	\$0.00	Default - Featured Five Points Washington's Holiday Sip & Shop event.	0	0
The Craig Collins Show - 11/11/21	Radio Mentions	\$0.00	Default - Featured Five Points Washington's Sip & Shop Holiday event on The Craig Collins Show.	0	0
WMBD/WYZZ - November 10, 2021	Television	\$0.00	Default - Featured Five Points Washington's Holiday Sip & Shop event on WMBD/WYZZ.	0	0
AMP Radio Spots - November 8 - 14, 2021	Radio Mentions	\$0.00	Default - Featured the Holiday Sip & Shop event at Five Points Washington during the week of November 8 - 14's radio spots on AMP Radio.	0	0
Promoter- November 1, 2021	Email	\$0.00	Default - Mentioned Five Points Washington in the November 1, 2021 promoter when talking about the Sip and Shop Holiday Boutique event.	0	0
Anything Goes Musical Blog	Blog Article	\$0.00	Default - Posted a featured blog about the Anything Goes Musical coming to Five Points Washington.	0	0
The Craig Collins Show - 9/30/21	Radio Mentions	\$0.00	Default - Featured the Fall Outdoor Market at Five Points Washington on The Craig Collins Show.	0	0
WMBD/WYZZ - September 29, 2021	Television	\$0.00	Default - Featured the last Fall Outdoor Market at Five Points on WMBD/WYZZ.	0	0

AMP Radio Spots - September 27 - October 3, 2021	Radio Mentions	\$0.00	Default - Featured the Fall Outdoor Market at Five Points Washington during the week of September 27 - October 3 on AMP Radio Stations.	0	0
Black Velvet Five Points Concert Blog	Blog Article	\$0.00	Default - Posted a featured blog about the Black Velvet concert at Five Points Washington.	0	0
Brownfest Blog	Blog Article	\$0.00	Default - Posted a featured blog about Brownfest coming to Five Points Washington.	0	0
Spoony & The Bootleggers Blog	Blog Article	\$0.00	Default - Posted a featured blog about Spoony & The Bootleggers coming to Five Points Washington.	0	0
Five Points Washington Jazz Night Blog	Blog Article	\$0.00	Default - Posted a featured blog about Five Points Washington's Jazz Night featuring the Nathan Taylor Band on August 15th.	0	0
Jazz Night at Five Points Blog	Blog Article	\$0.00	Default - Posted a blog about Jazz night taking place on Sunday July 25th at Five Points Washington.	0	0
MJ Hurley Sports Podcast - July 8, 2021	Podcast	\$0.00	Default - Featured "The Little Mermaid" performance.	0	0
Chicago's Ballet 5:8 Blog	Blog Article	\$0.00	Default - Posted a blog about the Ballet 5:8 coming to Five Points Washington fall of 2021.	0	0
WMBD/WYZZ - July 7, 2021	Television	\$0.00	Default - Featured "The Little Mermaid" performance on WMBD/WYZZ.	0	0
Promoter-July 1, 2021	Email	\$0.00	Default - Mentioned Five Points Washington's The Little Mermaid Musical in the July 1, 2021 bi-weekly promoter.	0	0
Promoter - April 15, 2021	Email	\$0.00	Default - Featured the Spring it On Outdoor Market.	0	0
WMBD/WYZZ - April 14, 2021	Television	\$116.65	Default - Featured the Spring It on Outdoor Market at Five Points.	117	0
Five Points Washington Announces Return of Five Points Fridays	Blog Article	\$0.00	Default - Turned Five Points' Press Release about the return of Five Points Fridays into a blog.	0	0
WMBD/WYZZ - March 24, 2021	Television	\$116.60	Default - Talked about Live at Five Points Trivia Night.	117	0
Promoter - March 15, 2021	Email	\$0.00	Default - Featured the Baroque at Its Best by HFO in the March 15 Promoter.	0	0
WMBD/WYZZ - March 10, 2021	Television	\$175.00	Default - Talked about the Eat, Drink & Be Married Bridal Expo.	175	0

Leads Sent for Sleep Inn & Suites Washington
Group: Meeting Sales | From: 03/01/2021 - 06/30/2022

Lead ID	Meeting Name	Organization	Account	Hotel Response Due	Hotel Responded Date	Arr/Dept Dates	Requested Rm's	Status
C7216	2021 October Quarterly Meeting Illinois		Optimists International	06/04/2021		Oct 8-9, 2021	50	Definite
C7217	2022 April Quarterly Meeting Illinois		Optimists International	06/04/2021		Apr 9-10, 2022	50	Definite
C7218	2022 August Quarterly Meeting Illinois		Optimists International	06/04/2021		Aug 12-14, 2022	50	Definite
C7256	2022 Board of Directors Meeting & Seminar		Illinois Community College Trustees Association	09/24/2021		Mar 10-12, 2022	99	Definite
C7215	2022 Deer Classic Illinois Deer Classic		Iowa Show Productions	06/11/2021		Apr 1-4, 2022	2000	Definite
C7253	2022 Great Lakes National Championship		USSSA Illinois	09/23/2021		Jul 18-23, 2022	2910	Definite
C7270	2022 Ledgestone Insurance Open Ledgestone Insurance Classic		Professional Disc Golf Association	12/17/2021		Aug 7-14, 2022	820	Lead
C7202	2022 Masters World Championship PDGA Masters Disc Golf World Championship		Professional Disc Golf Association	12/17/2021		Jul 8-16, 2022	400	Definite
C7203	2022 PDGA Junior Disc Golf World Championships Junior World Championship		Professional Disc Golf Association	03/24/2021		Jul 9-16, 2022	160	Tentative
C7282	2022 Signature Equipo Vision- Midwest		Equipo Vision	12/15/2021		Feb 10-12, 2022	550	Lost Business
C7252	2022 State Championship State Championship		USSSA Illinois	09/22/2021		Jul 6-9, 2022	1260	Definite
C7303	2022 Washington Lacrosse Invitational		Washington Park District	02/11/2022		May 13-14, 2022	100	Lead
C7336	2022 Yellow Ribbon Yellow Ribbon Program		Illinois Army and Air National Guard	04/22/2022		Jun 11-11, 2022	0	Lead
C7329	2023 Annual Business Conference POMA Annual Business Conference		Professional Outdoor Media Association	04/14/2022		Jun 11-16, 2023	335	Tentative
C7292	2023 Annual Conference		National Association of Motorcoach Operators	01/24/2022		Aug 17-20, 2023	150	Lost Business
C7237	2023 Annual Conference		Great Lakes Association of College and University Housing Officers	08/04/2021		Oct 21-24, 2023	1330	Lost Business
C7263	2023 Annual Conference Annual Conference		Illinois Professional Land Surveyors Association	10/22/2021		Feb 7-10, 2023	305	Tentative
C7316	2023 CONVO Annual Conference		Independent Insurance Agents of Illinois	04/06/2022		Oct 10-12, 2023	439	Tentative
C7308	2023 FAC Mid-Winter Meeting		Independent Insurance Agents of Illinois	02/23/2022		Feb 2-3, 2023	60	Tentative
C7258	2023 Illinois Grand York Rite Session		Illinois Grand York Rite Session	10/04/2021		Jul 25-30, 2023	230	Tentative
C7247	2023 Markiewicz Spring Forward Leadership Conference Private Events		Markiewicz International, Inc	10/06/2021		Apr 13-16, 2023	8000	Lead
C7268	2023 National Sales Meeting		Bankers Advertising	10/21/2021		Apr 2-5, 2023	129	Tentative
C7333	2023 Synchronized Skating Championships Synchronized Skating		United States Figure Skating Association	04/20/2022		Feb 28-Mar 5, 2023	3933	Lead
C7082	2024 Annual Convention <(1) - Illinois Library Association Annual Conference>		Illinois Library Association	05/25/2021		Oct 8-10, 2024	912	Tentative
C7328	2024 CONVO Annual Conference		Independent Insurance Agents of Illinois	04/06/2022		Oct 7-10, 2024	439	Tentative
C7287	2024 Family Reunion		Phillips Temple Church	01/07/2022		Jun 8-9, 2024	70	Tentative
C7220	2024 IA's Annual Festival		International Juggler's Association	07/08/2021		Jul 22-28, 2024	600	Lost Business
C7259	2024 Illinois Grand York Rite Session		Illinois Grand York Rite Session	10/04/2021		Jul 23-28, 2024	230	Tentative
C7239	2026 IL State Science Fair State Science Fair		Illinois Junior Academy of Science (IJAS)	05/02/2022		May 1-2, 2026	720	Lead
C7286	Annual Meeting		Fresh Wind	01/07/2022		Mar 2-4, 2023	120	Tentative
C7238	Central AAU Combat Games		AAU - Amateur Athletic Union	08/11/2021		Sep 23-25, 2022	850	Lost Business
C7231	DOTA 2		MD2L LLC	07/07/2021		Oct 1-3, 2021	350	Definite
C7272	Elf on the Shelf Musical 2021		Elf on the Shelf Musical	10/22/2021		Dec 17-18, 2021	15	Lost Business
C7160	Family Reunion		Pilon Family Reunion	02/25/2021	01/28/2021	Jun 24-26, 2022	250	Assist
C7341	Great Lakes Planetarium Association Annual Conference		Great Lakes Planetarium Association	05/16/2022		Oct 23-26, 2024	620	Lead
C7257	Illinois Grand York Rite Session		Illinois Grand York Rite Session	10/04/2021		Jul 26-31, 2022	230	Tentative
C7298	Illinois National Guard Leadership Forum 2022		The National Guard Association of Illinois	01/26/2022		Apr 27-30, 2022	1175	Tentative
C7273	July National Youth Meeting		The Church of the Living God, Pillar & Ground of Truth, Inc.	11/12/2021		Jul 19-26, 2024	480	Tentative
C7221	Leadership Conference 2021		Illinois Association of Rehabilitation Facilities (IARF)	06/08/2021		Sep 8-9, 2021	130	Lost Business
C7274	National Meeting		Center for Youth Evangelism	11/12/2021		Feb 16-18, 2024	330	Tentative
C7300	IFLCC National Convention 2025-27		National Fishing Lure Association	03/04/2022		Jul 8-12, 2025	905	Tentative
C7335	Regional MMA		B2FS	04/20/2022		Sep 23-24, 2022	100	Lead
C7319	Weed Science Meeting		Growthmark Inc	03/17/2022		Sep 27-28, 2022	90	Lost Business

Total Number of Leads = 43 Total Requested Room Nights = 31976



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Leads Sent for Super 8 Washington
Group: Meeting Sales | From: 03/01/2021 - 06/30/2022

Lead ID	Meeting Name	Organization	Account	Hotel Response Due	Hotel Responded Date	Arr/Dept Dates	Requested RN's	Status
C7082	2024 Annual Convention <(1) - Illinois Library Association Annual Conference>	Illinois Library Association		05/25/2021		Oct 8-10, 2024	912	Tentative
Total Number of Leads = 1 Total Requested Room Nights = 912								

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