for Everyone PEORIA, ILLINOIS enjoy peoria Peoria Area CVB



2018 MARKETING



2018 Marketing Value

\$400K



2018 LEADS SENT



Events

176

Room Nights

150K

PCC Usage Days

438

Attendees

431K

2018 PEORIA CIVIC CENTER SALES



Usage Days

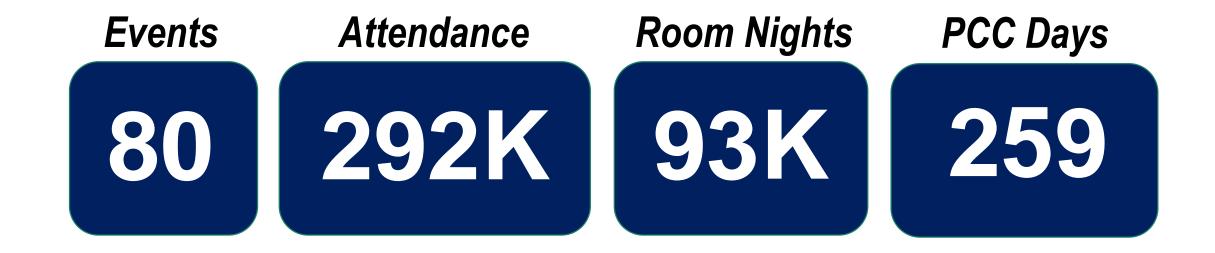
108

Future Contracted
Usage Days

179

BUSINESS IN THE PIPELINE FOR PEORIA





2018 ESTIMATED ECONOMIC IMPACT Conjugações per a CVB



2018 Events

\$29M

Future Year Bookings

\$20M

Estimated Local Taxes Generated

\$600K

WE MAKE CLIENT VISITS BETTER...



Events serviced in Peoria in 2018

98

...TO ENCOURAGE THEIR RETURN

KEEPING IT LOCAL



Enjoy Peoria purchases from Peoria businesses in 2018

\$160K

BIG PLANS AHEAD



- □ Restaurant Week (TBD)
 □ Mobile Passport (2nd Quarter)
 □ Travel Writers (2nd/3rd Quarter)
- ☐ Community Pride (3rd/4th Quarter)
- ☐ HR Recruiting Toolkit (1st Quarter)
- ☐ New Commercial Creation (3rd Quarter)
- ☐ New Website Design (3rd/4th Quarter)