

PACVB 2016
SALES & MARKETING PLAN

PACVB 2016 SALES & MARKETING PLAN

MISSION STATEMENT

To promote the Peoria Area as a destination for visitors and contribute to the economic growth of the communities we represent.

TABLE OF CONTENTS

2

- 3 MARKET OVERVIEW
- 4 2015-2017 STRATEGIC PLAN
- 12 SALES & MARKETING OBJECTIVES
- 16 PACVB S.M.A.R.T. GOALS



PACVB 2016 MARKET OVERVIEW

The Peoria Area CVB works hand in hand with all of the communities in our service area to create economic growth and increase visitor awareness of all that our area has to offer.

A new strategic plan has been adopted by the PACVB. This is a three year plan with goals that include enhancing community awareness of the visitor industry, increasing the utilization of the Peoria Civic Center, advocating for destination enhancing development and analyzing opportunities to increase the PACVB budget to a competitive level. We are working diligently with committees and communities to create ways in which to meet and exceed these goals.

Over the course of the year prior, the PACVB has gone through a re-branding stage. The community will start to recognize “Enjoy Peoria” and the new logo that is being brought with it. A new website is in development to be launched within the new year as well as promotional videos and commercials to drive economic development and visitation.

The PACVB has also launched a Bring Your Meeting Home campaign that will run through 2016. This is to show our communities the impact that visitors and meeting and convention attendees have on our area through job creation and business development.

This past year we have welcomed Cory Hatfield as our new Director of Sales. Cory brought with him sales experience from the Champaign CVB. He has been a valuable asset to our team and continues to grow and move the PACVB Sales Team to another level of excellence. Since Cory’s hire we have also brought to the team Joni Staley as our new Senior Sales Manager. Her experience and expertise in the area’s meetings and convention arena is invaluable.

We are growing and moving in a phenomenal direction and are excited as to what 2016 will bring. Our team is strong and motivated and we are looking forward to enhancing partnerships and showing the world what an innovated, diverse and amazing area we represent.

MOVING FORWARD



Don Welch
President/CEO
dwelch@peoria.org
309.282.3273

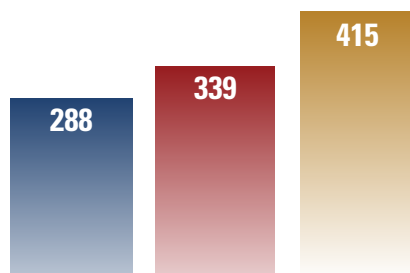
Lead the PACVB in the mission to ultimately increase overnight stays in the Peoria Area. Work with the Board of Directors to ensure that appropriate policies and strategies are developed and implemented for the PACVB

AFFILIATIONS

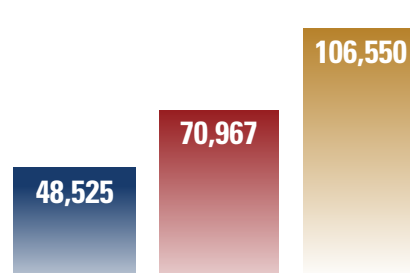
- Creve Coeur Club
- Heart of Illinois Hospitality Assn.
- Peoria Civic Center Authority
- Destination Marketing Assoc. International
- IHSA March Madness Steering Committee
- CEO Council
- Peoria Gridiron

■ 2014 ■ 2015* ■ 2016 GOAL * Represents 11 month total

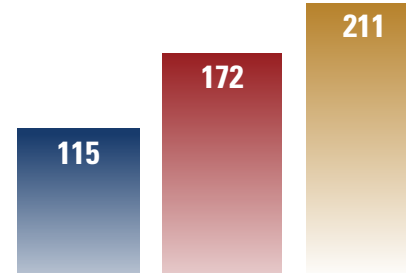
LEADS SENT



TOTAL ROOM NIGHTS



PEORIA CIVIC CENTER DAYS



PACVB 2015-17 STRATEGIC PLAN

GOAL ONE

While valued as an essential economic development strategy around the world, tourism and the visitor industry are widely misunderstood in America. The PACVB must increase the level and effectiveness of its local outreach program to ensure that community, business and governmental leaders support its efforts to expand its sales and marketing program and enhance destination product. While the Organization's CEO and marketing-communications staff will design the message, it is often influential members of the Board of Directors who have the ability, given their volunteer status, of delivering the message in a compelling way. This strategy frames and supports all other goals in this Strategic Plan.

ENHANCE COMMUNITY AWARENESS AND APPRECIATION OF THE PACVB & THE VISITOR INDUSTRY

■ Objective A

Develop and deliver a compelling message to convey the importance of the Local Visitor Economy and the PACVB

■ Objective B

Work with Regional Media Outlets to increase understanding of the PACVB and the importance of the Visitor Economy

■ Objective C

Enhance Communications with Community and Business Leaders

■ Objective D

Increase Communications with Government Leaders throughout the Region

WORK TO INCREASE UTILIZATION OF THE PEORIA CIVIC CENTER

■ Objective A

Perform an Analysis of why Event Planners are not increasing their use of the Civic Center for conventions, sports and events

■ Objective B

Analyze Opportunities to Develop Locally Owned Events during Need Periods



GOAL TWO

While the Peoria Civic Center makes up a relatively small portion of the \$500 million dollar visitor economy in Peoria and Tazewell Counties, it is likely the most visible aspect of the region's tourism assets. It is also the publicly held facility that is generating the most concern in that its operational subsidy continues to grow. Despite the fact that the PACVB's Lost Business Reports clearly indicate that the Civic Center's lack of business stems from reasons beyond its control, there is an expectation that the PACVB should be able to staunch the facility's losses.

GOAL THREE

The primary roadblocks to maximizing events at the Peoria Civic Center is the lack of hotel rooms in close proximity to the facility and the lack of a critical mass retail, dining and nightlife in the downtown. But, beyond these challenges to the Civic Center, the destination, as a whole, is facing stiff competition from other Midwest communities that are enhancing their visitor appeal by developing new product, such as Rockford's new downtown hotel and indoor sports complex. While the proposed new Caterpillar Headquarters in Downtown Peoria will have a profound effect on the renaissance of the region, the PACVB is in the position to advise and advocate for ways to enhance the region's visitor assets to make the Peoria Area a more attractive destination for visitors and investors alike.

ADVOCATE FOR DESTINATION ENHANCING DEVELOPMENT

■ Objective A

Perform a Destination Assessment to Identify Asset Strengths and Weaknesses throughout the Region

■ Objective B

Develop a White Paper Identifying Opportunities to Enhance the Attractiveness of the Region

■ Objective C

Utilize the White Paper's Findings to Encourage Public and Private Sector Action to Enhance the Destination

PACVB 2015-17 STRATEGIC PLAN

ANALYZE OPPORTUNITIES TO INCREASE THE PACVB BUDGET TO COMPETITIVE LEVEL

■ Objective A

Identify the potential ROI and impacts that a more competitive PACVB budget would create

■ Objective B

Assign a Board Task Force to Examine some of the new Revenue Streams being utilized by DMOs around the Country

■ Objective C

Initiate Conversations with Key Community Leaders to Review Data and Anticipated ROI of New Revenue Streams

GOAL FOUR

At \$1.6 million, the PACVB Budget pales in comparison to several of its primary competitors (Rockford, Madison, Des Moines, etc.). And, with potential reductions on the horizon for the State's LTCB Grant Fund, the PACVB must begin aggressively identifying new funding mechanisms if it is to effectively compete for the visitor dollar.

1



TEAM GOALS

In 2015, the Enjoy Peoria sales team experienced unprecedented sales figures, as we expected a significant number of championship events for the Illinois High School Association and the Illinois Elementary School Association, requiring multiple years. These events combined for 60 definite events, bringing in over 38,000 hotel room nights. While we don't anticipate as many multiple year events, we're still aggressively planning for 2016.

42 IHSA Events Turned Definite in FY2015; 33,765 Room Nights

21 IHSA Event Leads Sent in FY15; 2,880 Room Nights

18 IESA Events Turned Definite in FY2015; 4,345 Room Nights

11 IESA Event Leads Sent in FY15; 2,170 Room Nights

PACVB 2016 SALES & MARKETING OBJECTIVES

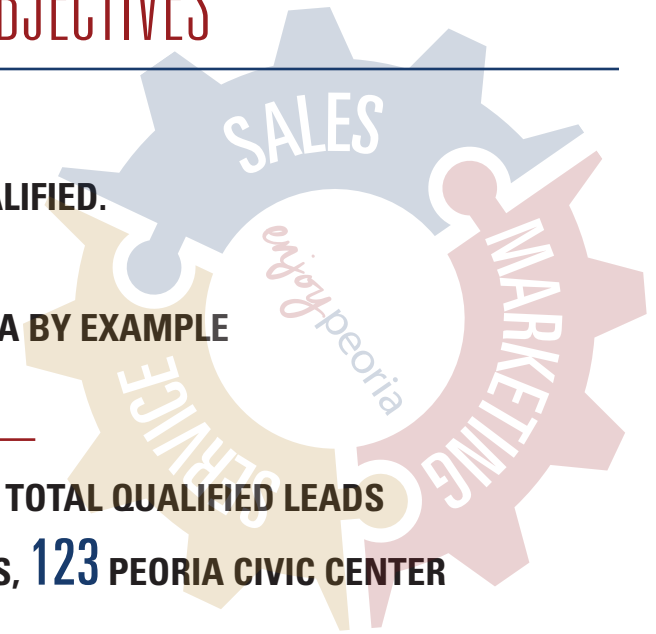
PACVB SALES TEAM GOALS

- OUR SALES LEADS WILL BE CREDIBLE AND QUALIFIED.
- WE WILL BE A RESOURCE.
- WE WILL LEAD HOSPITALITY SALES IN THE AREA BY EXAMPLE WITH CLASS, CREATIVITY AND CLIENT TRUST.

OUR TARGET NUMBERS TO MEET OR EXCEED 245 TOTAL QUALIFIED LEADS WHICH WILL INCLUDE 122 NEW BUSINESS LEADS, 123 PEORIA CIVIC CENTER USE DAYS AND 85,000 DEFINITE ROOM NIGHTS.

STRATEGIES TO ATTAIN THESE GOALS INCLUDE:

- Be in contact with 25 new regional clients per quarter
- Work with the PCC on offering TRF and Perfect Fit incentives to help offset costs
- Work with current clients to expand the number of events they hold at the PCC
- Implementing a new prospecting system, being a primary focus of the sales coordinator
- Continuous prospecting by involvement in professional affiliations, committees and boards
- Participation in a number of networking events and industry specific conventions (page 9)
- Supporting efforts for the Bring Your Meetings Home Campaign with group presentations, post survey and local marketing of the program
- Increase the number of site visits for local, state and regional clients by 25%
- Hosting two, one-day FAM tours from central Illinois cities, utilizing the Mobile Visitor Center
- Hosting two client appreciation events in Springfield, in partnership with our Hotel Sales Directors and PCC Sales Team
- Continued lead generation and growth with R & G Solutions assistance



PACVB 2016 CALENDARS

JANUARY 9-12
AMERICAN BUS ASSOC. | LOUISVILLE, KY

APRIL 3-7
NASC | GRAND RAPIDS, MI

MAY 31-JUNE 4
FRATERNITY EXECUTIVES ASSOCIATION | KANSAS CITY, MO

JUNE 2016
SPORTS HUDDLE | TBD

JULY 20-22
**IL SOCIETY OF ASSOCIATION EXECUTIVES
SUMMER SESSION** | CHAMPAIGN, IL

AUGUST 13-16
**AMERICAN SOCIETY OF ASSOCIATION
EXECUTIVES** | SALT LAKE CITY, UT

AUGUST 25-27
CONNECT MARKETPLACE | GRAPEVINE, TX
■ ASSOCIATION
■ CORPORATE
■ SPECIALTY
■ SPORTS

SEPTEMBER 26-29
TEAMS | ATLANTIC CITY, NJ

OCTOBER 25-27
REJUVENATE | ORLANDO, FL

NOVEMBER 2016
SPIN CON | LOCATION TBD

NOVEMBER 2016
**MEETING PROFESSIONALS INTERNATIONAL
GREAT LAKES SUMMIT** | TBD

TRADESHOWS

Attending convention, sports and motor coach tradeshow to promote and sell the Peoria Area to current and potential clients. Emphasis will be put on enhancing each opportunity to reach and extend contact time with meeting planners through sponsorships, hospitality, marketing special group events or sales calls in the host city.

JANUARY 12-14
THE SPECIAL EVENT | ORLANDO, FL

FEBRUARY 10-11
DMAI SALES ACADEMY | WASHINGTON, DC

MARCH 21-23
GOVERNOR'S CONFERENCE | SPRINGFIELD, IL

APRIL 21-22
REG'L F & A | ALSIP, IL

JUNE 7-9
TOURISM ACADEMY | PHILADELPHIA, PA

JUNE 12-16
**INSTITUTE FOR ORGANIZATIONAL
MANAGEMENT** | MADISON, WI

AUGUST 1-4
DMAI ANNUAL MEETING | MINNEAPOLIS, MN

OCTOBER 18-21
MARKETING FORUM | BOSTON, MA

OCTOBER 2016
MEMBERSHIP SUMMIT | TBD

XXXXXXXXX*** IS THIS MEMBERSHIP MEETINGS?
IL COUNCIL OF CONV & VISITORS BUREAUS | XXXXXXXX

WORDPRESS TRAINING | ONLINE TRAINING

MARKETING WRITING BOOTCAMP | ONLINE TRAINING

TRAINING & EDUCATION

PACVB 2016 INCENTIVE & BONUS PROGRAM

SALES MANAGERS

Incentive and bonus program for sales managers and administrative assistants to exceed their goals and to promote larger conventions utilizing the Peoria Civic Center and multiple hotels

FOR EACH NEW* DEFINITE CONTRACT UTILIZING 32,000 SQ. FEET OF PEORIA CIVIC CENTER SPACE (EXHIBIT HALLS, BALLROOM, ARENA AND THEATER) AND 300 HOTEL ROOMS PEAK NIGHT OR 900 ROOMS TOTAL, A BONUS WOULD BE PAID TO SALES MANAGERS AS FOLLOWS:

- First definite qualified contract 5% of annual salary
- Second definite qualified contract 10% of annual salary
- Each subsequent qualified contract 10% of annual salary
- Definite repeat business contract & new business contract under the perfect fit promotion..... \$50 for 50-200 rooms; \$100 for 200+ rooms
- Total Leads exceed goal 2.5% of annual salary
- 50% of Total Leads are new business 2.5% of annual salary
- Definite Rooms Nights booked exceed goal 2.5% of annual salary
- Total PCC days booked exceeds goal 2.5% of annual salary

PACVB 2016 INCENTIVE & BONUS PROGRAM

DEFINITE NEW* BUSINESS FROM PROSPECTING EFFORTS THAT MEETS QUALIFYING CRITERIA**

■ First definite from prospect.....	\$125
■ Second definite from prospect.....	\$250
■ Each additional definite from prospect.....	\$500

FOR EACH NEW, QUALIFIED PROSPECT*** TURNED OVER TO THE RESPECTIVE SALES MANAGER

■ 1 thru 5 prospects	\$25 each
■ 6 thru 10 prospects	\$50 each
■ 11 & over prospects	\$75 each

- * New business is defined as a group that has not met in the Peoria Area before, or will not meet in Peoria area within three years before the conference date.
- ** Qualifying criteria - new definite PCC signed contract utilizing 32,000 sq. feet of Peoria Civic Center space (exhibit .. halls, ballroom, arena and theater) and 300 rooms peak night or 900 rooms total.
- *** Qualified prospect - for which Peoria has the appropriate accommodations and meeting spaces available, and meets qualifying criteria for PCC and room nights, and a written request from the client has been made.

CLIENT SERVICES & COORDINATORS

Prospecting Per Month

PACVB 2016 S.M.A.R.T. GOALS

SALES DEPARTMENT



CORY HATFIELD
Director of Sales

chatfield@peoria.org
309.282.3283

12

Increase the number of hotel room nights generated in the Peoria Area by actively marketing and selling it as a premiere convention destination.

AFFILIATIONS

- Religious Conference Management Association
- Association Forum
- Illinois Society of Association Executives
- Society of Government Meeting Planners
- Professional Convention Management Association
- American Society of Association Executives

1. Sales

- Encourage growth of each sales manager's lead goals and ensure that all goals are met (ongoing)
- Create a prospecting system
 - | Evaluate R & G's performance for continued partnership (end of 2nd Qtr)
 - | Implement new internal prospecting research plan (1st Quarter)
 - a) Increased competitor research (ongoing)
 - b) Charge Sales Coordinator with finding 10 new conference prospects each month
- Host two meeting planner/client socials in Springfield based around ISAE events
 - | Spring Social (May-June 2016)
 - | Fall Social with ISAE Sponsorship (4th Quarter)
- Host two, one-day MVC "FAM" Tours
 - | Springfield (3rd Quarter)
 - | Champaign (4th Quarter)
- Continue partnership with Servicing Staff for more involvement in retaining events (ongoing)
- Increase client interaction before, during and after conferences and events (ongoing)
- Bring Your Meeting Home Initiatives
 - | Work with staff to arrange speaking engagements/deliver message in local service clubs (ongoing)
 - | Plan for survey to be distributed to local business partners to learn of memberships (1st Quarter)
 - | Lead sales efforts for contacting with the individuals to pursue meetings and convention opportunities (ongoing)

2. Management

- Continuous assessment of tradeshow opportunities, based on colleague feedback and expected ROI
- Implement further plans for tradeshow and event marketing for staff
- Begin looking at facilities differently, new uses for existing spaces
- Assess the need for a third meetings and convention sales person
- Create more efficient sales reporting for PACVB Board, PCCA and local officials
- Further relationships with hotel and facility staff
 - | Educate all parties on our process
 - | Potentially host small roundtable luncheons to learn/gather feedback from hotels on what we can improve on
- Work with Marketing to generate more publicity on all major bookings made



PACVB 2016 S.M.A.R.T. GOALS

- 1. Produce 85 qualified leads with at least 50% of those leads being New business** (by December 31, 2016)
 - Utilizing local contacts
 - R & G Lead Generation
 - Communication with potential, repeat and previous clients
- 2. Produce a total of 22,000 definite room nights** (by December 31, 2016)
- 3. Contract a total of 48 Peoria Civic Center days with Meetings and Convention Groups** (by Dec 31, 2016)
- 4. Create, maintain and update Top 10 Account List** (Quarterly)
- 5. Develop relationships within the local medical community**
 - Leveraging relationships and servicing to bring more medical meetings and conventions
 - Meet with Dave Haney, Board Member, to brainstorm conference ideas (Quarterly)
 - Meet with Dr. Andy Chiou, President of Peoria Medical Group (Bi-annual)
 - Sales calls to major department heads and administrative staff (Quarterly)
- 6. Increase face time with clients on a monthly basis**
 - Go on a minimum of 5 outside sales calls during months of tradeshow attendance
 - Go on a minimum of 10 outside sales calls during free months
 - Plan a minimum of 2 mini individual sales blitz per year that target larger cities
 - | Milwaukee, Chicago, or Indianapolis

- 7. Keep up client maintenance, prospecting and productivity**
 - Daily traces and tasks
 - Updating each client event file with all information
- 8. Increase involvement with Professional Development Organizations**
 - HOIHA - Winterfest
 - Peoria Area Chamber of Commerce, Community Leadership School 2, Fall 2016
 - ISAE- Illinois Society of Association Executives (Special Events Committee)
 - Illinois Central College Scholarship Committee
- 9. Meet with two hotels** (Monthly)
 - Have discussions to stress importance of complete/accurate proposals, response time, etc.
- 10. Continually analyze previous lost business and discover key reasons for their decision** (Ongoing)
 - Reopening the conversation with these clients is key to finding out the reasons for their choosing another city as well as getting them to return

SALES DEPARTMENT



JONI STALEY
Senior Convention Sales Manager

jstaley@peoria.org
309-282-3282

Increase the number of room nights generated in the Peoria Area by actively marketing and selling it as a premiere convention destination.

AFFILIATIONS

- Meeting Planners International
- American Society of Association Executives
- Society of Government Meeting Planners
- HOIHA Winterfest Committee
- Professional Convention Management Association
- Association Forum
- Illinois Society of Association Executives



SALES DEPARTMENT



LAURA TAFOYA
Convention Sales Manager

ltafoya@peoria.org
309.282.3286

14

Increase the number of hotel room nights generated in the Peoria Area by actively marketing and selling it as a premiere convention destination.

AFFILIATIONS

- Young Professionals of Greater Peoria
- HOIHA Winterfest Committee
- Peoria Women in Leadership
- Peoria Area Chamber Ambassador
- Professional Convention Management Association
- Meeting Planners International
- Illinois Society of Association Executives

PACVB 2016 S.M.A.R.T. GOALS

- 6. Plan and conduct 2 sports specific sales blitzes**
 - Indianapolis (2nd quarter)
 - Colorado Springs (4th quarter)
- 1. Produce 70 qualified leads with at least 50% of those leads being New business** (by December 31, 2016)
 - Utilizing local contacts
 - R & G Lead Generation
 - Communication with potential, repeat and previous clients
- 2. Produce a total of 15,000 definite room nights** (by December 31, 2016)
- 3. Contract a total of 35 Peoria Civic Center days with Meetings and Convention Groups** (by Dec 31, 2016)
- 4. Create, maintain and update Top Account List** (Quarterly) **10**
- 5. Increase face time with clients on a monthly basis**
 - Go on a minimum of ___ outside sales calls
 - Plan a minimum of 2 mini individual sales missions per year in Springfield
 - Plan two mini individual sales missions in both Champaign and Bloomington
- 6. Host Sales Blitz to Champaign and the University of Illinois and other major organizations. The sales blitz will include invitations to our hotel partners and sales staff** (3rd Quarter)
- 7. Keep up client maintenance, prospecting and productivity**
 - Daily traces and tasks
 - Updating each client event file with all information
- 8. Increase involvement with Professional Development Organizations**
 - PCMA- Professional Convention Management Association
 - MPI- Meeting Planners International
 - Illinois Society of Association Executives
- 9. Meet with two hotels** (monthly)
 - Have discussions to stress importance of complete/accurate proposals, response time etc.
- 10. Continually analyze previous lost business and discover key reasons for their decision** (ongoing)
 - Reopening the conversation with these clients is key to finding out the reasons for their choosing another city as well as getting them to return

PACVB 2016 S.M.A.R.T. GOALS

- 1. Produce 60 qualified leads with at least 50% of those leads being New business** (by December 31, 2016)
- 2. Produce a total of 18,500 definite room nights** (by December 31, 2016)
- 3. Contract a total of 20 Peoria Civic Center days with Sports Groups** (by December 31, 2016)
- 4. Create, maintain and update Top 10 Account List** (Quarterly)
- 5. Plan and conduct 2 sports specific sales blitzes**
 - Indianapolis
 - Colorado Springs
- 6. Create, organize and host a Regional Sports Planner FAM tour for up to 13**
 - Highlight major sports facilities, hotels and attractions (Summer 2016)
- 7. Establish a database of as many local sports planners/clubs as possible in efforts to become the main point of contact for Sports in the Peoria Area** (ongoing)
 - Uncover their current events and find out how we can help
 - Use new contacts to bring in larger events from tradeshow as many require a local club/affiliation

- 8. Work with Sports Services to host quarterly lunches discussing different topics that would interest local event planners and venues**
- 9. Meet with two different sporting venues** (monthly)
 - Review current events and grasp how we can be of further assistance to ensure success
 - Talk about prospective clients/groups that our venues could house. Discuss their need times to fully understand their selling capabilities/potential.
- 10. Meet with two hotels** (monthly)
 - Have discussions to stress importance of complete/accurate proposals, response time etc.
- 11. Continually analyze previous lost business and discover key reasons for their decision** (ongoing)
 - Reopening the conversation with these clients is key to finding out the reasons for their choosing another city as well as getting them to return

SALES DEPARTMENT



KAILEY LOVE
Sports Sales Manager

klove@peoria.org
309.282.3284

Increase the number of hotel room nights generated in the Peoria Area by actively marketing and selling it as a premiere sporting destination.

AFFILIATIONS

- Young Professionals of Greater Peoria
- HOIHA Winterfest Committee
- March Madness Steering Committee

PACVB 2016 S.M.A.R.T. GOALS

SALES DEPARTMENT



KARYN ANDERSON

Membership & Advertising
Sales Manager

kanderson@peoria.org
309.282.3279

Develop and implement strategies for membership retention and growth, including but not limited to sales, services, and communication, as well as advertising sales for bureau publications.

AFFILIATIONS

- Women's Council Realtors
- Peoria Riverfront Association
- GPEDC Talent Attraction & Retention
- Concierge Sub-Committee

1. Focus on membership retention & education

- Hold monthly training session for new website within 60 days of launch
 - | Distribute a tip card for members to use for updating/uploading items to the website
- Plan 6 off-site member socials in outlying areas where members are present. Use to recruit and as appreciation (Quarter 1)
- Create a system where all information on member expenditures by the PACVB is funneled through Karyn (Jan 1)
- Visit each dues paying member at least 2 times annually. This will be in addition to any meeting had to renew membership or sell ads (ongoing)

2. Sales Goals

- Web Ads \$45,000
- Experience Guide Ads \$85,000
- Memberships \$95,000

3. Enhance Coupon Books

- Work with Marketing to revise coupon books for smaller, more targeted markets, ie Sports, passport, family (Quarter 1)

4. Collateral Distribution

- Evaluate all distribution sites for collateral, including Experience Guides
- Create tracking mechanism/report for when and what delivered to whom
- Work with Service Managers to schedule drivers

5. Enhance Member Relations

- Meet with all are Chamber Membership Managers (Twice a year)

6. Training and Education

- Wordpress Training

7. Enhance Member Communications

- Submit member accomplishments and events to Marketing Corrdinator for Member News
- Work with Service Managers to create awareness of larger events and event specific coupons

8. Community Involvement

- Twin Towers Condo Association
- Habitat for Humanity
- Yule Like Peoria
- OSF Women's Lifestyle Show



PACVB 2016 S.M.A.R.T. GOALS

1. Website Enhancement

- Implement digital strategy: target meeting planners and sporting event planners
- Track and evaluate impression and click through rates
- Utilize keyword search conqueting
- Capture and analyze meeting planner traffic
- Retarget with Peoria Area meeting branded advertising
- Create a partner portal that is easily utilized
- Ad rates set (Feb 1)
- Give membership the ability to sell ad space (April 1)

2. Build calendar of events to reflect all Peoria Area Events (July 1)

- Reaching out to the local communities
- Allow other members to pull data from our calendar
- Make website calendar updates easier

3. Bring Your Meetings Home

- Air Commercials (Feb 1)
- Television Commercials (Feb 1)

4. Public Relations

- Have a PACVB presence on radio and/or TV at a minimum of five times monthly (March 1)
- Produce video series in house monthly (January)
- Create a greater MVC presence (April)

5. Tourism

- Thirty second commercials in target market cities as well as local (April)

6. Social Media

- Create articles to enhance Sales Team presence on LinkedIn as area experts (June 1)
- Increase Facebook "likes" by 3,000 (Dec 1)
- Create Instagram contest revolving around interesting attractions, events and food (Spring/Summer)

7. Membership/Partnership Packages

- Create easily explainable and identifiable partnership packages that will assist in transitioning our membership to more streamlined advertising partnerships (April 1)

8. Events

- Promote and grow four locally owned events (2 created and 2 promoted)
- Work with radio and television for partnerships and exposure
- Gain sponsorship dollars and revenue so that within two to three years each even will gain self-sufficiency
- Work with HOIHA and our Community Development Manager to grow annual Golf Outing

9. Member Communications

- Increase communication with members as to when groups are coming into town
- Create welcome signs to be used to let convention/meeting/sports attendees know that the restaurants are ready and prepared for them (Feb1)
- Have a downloadable member news and member event calendar on member portion of website (March 1)
- Create a cheat sheet monthly for hotels to reference to explain local restaurants, events, etc for the month that can be printed out and placed at front desk (Feb 1)

10. Economic Impact Calculator

- Continuing tools and education to stay up to date on economic impact calculation performed by the DMAI, Oxford Economics Impact Calculator

11. Sales Campaign

- Create a new sales campaign (prior to Collinson shows in 2016)

12. Publications/Communications

- Experience Guide (Dec 2016)
- Sports Planner Guide (August 2016)
- Performance Newsletter (Quarterly starting March)
- Member News (monthly)
- Peoria Promoter (bi-monthly)
- Tourism e-blast (bus group contact- Quarterly)
- Sales Pitch (weekly)
- Sales and Marketing Plan

MARKETING, COMMUNICATIONS & SERVICES DEPARTMENT



CARA ALLEN

Director of Marketing

callen@peoria.org
309.282.3281

Increase brand awareness and hotel overnights by managing, developing and creating marketing campaigns and strategies, as well as coordinate and implement PACVB campaigns, communications and media placements.

AFFILIATIONS

- Illinois Council of CVB's
- American Marketing Association
- IHSA Steering Committee
- ALS Association: Chicago
- Economic Development Council
- Downtown Development Corporation
- Foster Pet Outreach
- Peoria Chamber of Commerce
- Destination Marketing Association International

MARKETING, COMMUNICATIONS & SERVICES DEPARTMENT



KACI OSBORNE

Community Development Manager
kosborne@peoria.org
309.282.3282

Needs new description

AFFILIATIONS

- Young Professionals of Greater Peoria -- Vice-chair and Co-chair of Community Connections Committee
- H.O.P.E. (Helping Our Patients Everyday) -- President & Oversees H.O.P.E.'s annual Fight to the Finish Extreme 5K
- Illinois River Roads Scenic Byway Board Member
- Peoria Art Guild Youth Advisory Board Member
- Children's Hospital of Illinois Development Committee Executive Board Member
- ICCVB Tour Illinois

PACVB 2016 S.M.A.R.T. GOALS

1. Motorcoach Business Plan

- Work with PACVB Marketing Department to send out group travel e-newsletter content to be sent seasonally to PACVB motor coach database (Quarterly, beginning March 1)
- Attend American Bus Association, Heartland Showcase (February 30, 2016)
 - | Update profile sheet highlighting the new experiential itineraries and unique visitor opportunities
- Update Group Tour Guide and website showcasing sample motorcoach itineraries and other area attractions to inform and attract coach providers to the Peoria Area
 - | Continue to develop new itineraries
 - | Work with members to capitalize on what they currently offer and help them develop unique experiences for groups
 - | Feature itineraries monthly on the website and social media

2. Community Development Plan

- Plan four main outside events throughout the year and help grow current events
 - | Work with Peoria Park District, PCC, outlying communities to identify need times and create events
 - | Mardi Gras in May
 - | Crop Cycle
 - | Ignite
 - | Santa Cause Race
- Organize internal events (i.e. national tourism week, golf outing, etc.) (ongoing)
- Advocate for destination enhancing development
 - | Find the needs identified in PACVB's asset mapping catalogue and work to develop the programs and attractions that we determine are lacking

- | Research and develop a bike share program (April 2016)
- | Map Sign Installs (March 1)
- | Fitness Trail (Sept 2016)
- | Chess Tables (August 2016)

- Establish sponsorship procedures to better track and manage community recognition
 - | Create a spreadsheet of current sponsorships
 - | Enjoy Peoria Sponsorship kit to ensure current and quality logos are represented
 - | Attend the IEG's Annual Sponsorship Conference
 - | Ignite
- Enhance radio and television presence (ongoing)
 - | Increase radio and television presence on a monthly basis featuring local events and conferences in town
- Recruit two travel writers to the Peoria area on a quarterly basis
 - | Attend 2016 Travel Media Showcase in Grapevine, Texas (August 16, 2016)
- Create regular Kaci's Places to Play (monthly); expand with itinerary based segments, etc.

3. Professional Development

- Wordpress Training (1/1/16)
- Marketing Prof's Training (3/1/16)
- Event Management Training (6/1/16)
- Tourism Academy (6/15/2016)
- IEG Annual Sponsorship Conference

4. Community Involvement

- Easter Seals Volunteer



PACVB 2016 S.M.A.R.T. GOALS

1. Implement Approval Manager

- Train staff how to send requests through the platform and eliminate paper copies, emails and verbal requests (Jan 1)

2. Continue to find unique ways to gain social media popularity

- Work with Membership Manager on ways to offer social media advertising (April 1)
- Expand use of LinkedIn (June 1)

3. Development and Learning

- Wordpress Training (Jan & Feb)
- Managing and Leadership (May)
- Video shadow with TJ Syndram or Kevin May for training (May)
- IDSS Training (ongoing)

4. Website Promotion

- Promote #EnjoyPeoria
- Incorporate more webpage references in marketing to drive people to our new and improved site
- Promote our new calendar of events
- Social media ad campaigns specifically for website views (by year end)

5. Organize the marketing server and back up drives (Sept 1)

- Package all existing files to eliminate broken links and missing text
- Delete old and unnecessary graphic files from server and/or back them up to external hard drives
- Go through our cd back up files and move them to an external drive
- Organize and create one grand list of logins and passwords

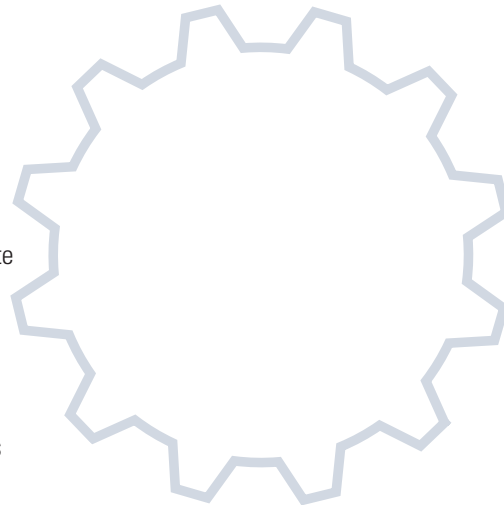
6. Coupon Books

- Group specific, seasonal, etc.
- New format and professional looking material

7. Branding with the Public

- PCC Brochure Rack (Feb 1)
- Emack and Bolio's Rack (Feb 1)
- Phase out old kiosk at PCC with InfoTouch (May)
- Inform Peoria Area companies about our new logo and branding (ongoing)

8. Beautify the PACVB office with our brand (ongoing)



MARKETING, COMMUNICATIONS & SERVICES DEPARTMENT



HEATHER SOVIAR

Creative Media Manager

hsoviar@peoria.org

309.282.3285

Manage and design all print and web-based materials. Manage and enhance the PACVB website and social media platforms. Implement marketing campaigns and support materials.

AFFILIATIONS

- Peoria Ad Club
- Echelon Peoria (National Young Adult Auxiliary of The Salvation Army) - Graphic Designer
- Young Professionals of Greater Peoria
- Peoria H3 Running Club - Graphic Designer/Marketing
- Peoria Park District Riverfront Events Division - Graphic Designer
- Foster Pet Outreach
- H.O.P.E. (Helping Our Patients Everyday)
- Founder/2015 Race Director of Peoria Santa Cause 5K

MARKETING, COMMUNICATIONS & SERVICES DEPARTMENT



KIM MCKUNE
Client Services Manager
kmckune@peoria.org
309.282.3278

Assist in coordinating and implementing activities catered to the needs of clients and serve as a liaison between the PACVB and meeting planners by assisting with clients' needs.

AFFILIATIONS

- Young Professionals of Greater Peoria
- Humane Society
- Central Illinois Riding Therapy
- Foster Pet Outreach

1. Increase knowledge and execution of the Economic Impact Calculator

- Stay up to date on training initiatives
- Input each event/conference into calculator when event is turned definite in IDSS
- Keep information as current as possible within each event; Goal 1, objective A

2. Update client survey information and distribution

- Create summary wrap up sheet for monthly reporting (Feb 15)
- Print off and give completed surveys to DOS and assigned Sales Manager
- Share monthly report at staff meeting; Goal 2, objective A

3. Enhance hotelier relationships

- Attend bi-monthly luncheons with Sales and Membership with local hotels/venues (Quarter 1)

4. Hostess training

- On larger events train/introduce a secondary hostess (March)

5. Improve Communications with Members to alert them when larger conferences/events are in town

- Work with interns to notify local establishments when large groups are coming
- Work with Membership to create discount card for large events (March)
- Create a list of members wishing to be contacted for items to give-away or sponsorship opportunities for when events are present (April)

6. Attend site-visits and pre-event meetings with Sales Team (ongoing)

7. Enhance Mobile Visitors Center reach and utilization

- Work with Sports Service Manager to utilize the MVC for meetings/conventions/sports (Jan 1)
- Create checklists for refills of community collateral (Quarter 1)
- Work with Community Development Manager to put MVC into events and parades and First Fridays (Jan 1)

1. Increase knowledge and execution of the Economic Impact Calculator

- Stay up to date on training initiatives
- Input each event/conference into calculator when event is turned definite in IDSS
- Keep information as current as possible within each event; Goal 1, objective A

2. Update client survey information and distribution

- Create summary wrap up sheet for monthly reporting (Feb 15)
- Print off and give completed surveys to DOS and assigned Sales Manager
- Share monthly report at staff meeting; Goal 2, objective A
- Create/revamp client surveys to be more catered to repeat or first time clients (May 1)

3. Enhance hotelier relationships

- Attend bi-monthly luncheons with Sales and Membership with local hotels/venues (Quarter 1)

4. Improve Communications with Members to alert them when larger sporting events are in town

- Create a list of members wishing to be contacted for items to give-away or sponsorship opportunities for when sporting events are present (April)

5. Attend site-visits and pre-event meetings with Sales Team (ongoing)

6. Enhance Mobile Visitors Center reach and utilization

- Work with Client Service Manager to utilize the MVC for meetings/conventions/sports (Jan 1)
- Create checklists for refills of community collateral (Quarter 1)
- Work with Community Development Manager to put MVC into events and parades and First Fridays (Jan 1)
- Create a summer MVC Social Media Campaign

7. Work with the Marketing Coordinator to create take home banners for first place sporting teams (2016)

8. Wordpress Training

9. Continue enhancing client experience

- Create pages through website for events. Maintain those pages throughout event run (when website training has commenced, and offered as a service)

9. Based on timing, assist with the coordination of locally owned events with Community Development Manager

10. Attend one event/project management training course within the year

11. Social Media

- Follow incoming groups through Enjoy Peoria on Facebook and Twitter (beginning Jan)
- Like, share and retweet groups postings. Interact with incoming groups (beginning Jan)

12. Work with Louisville Slugger on Visitor Kiosk on Location

13. Enhance Volunteerism and Driver Appreciation

- Create a reliable source of street team/volunteers (May 15)
 - | Create a list of volunteers from local high schools and colleges
 - | Utilize signup genius for an as needed basis
- Appreciation luncheon/certificates for MVC drivers
- Volunteer appreciation gifts/gestures-certificate

MARKETING, COMMUNICATIONS & SERVICES DEPARTMENT



TRIANNA STARK
Sports Services Manager

tstark@peoria.org
309.282.3276

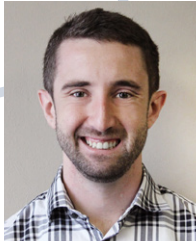
Assist in coordinating and implementing activities catered to the needs of clients and serve as a liaison between the PACVB and sporting event planners.

AFFILIATIONS

- Young Professionals of Greater Peoria
- March Madness Steering Committee



MARKETING, COMMUNICATIONS & SERVICES DEPARTMENT



ANDREW BARRA
Marketing Coordinator

abarra@peoria.org
309.282.3287

Support marketing team operations by compiling and reporting information and materials, and facilitating the duties of the marketing director.

AFFILIATIONS

- Young Professionals of Greater Peoria
- Peoria Community Against Violence

PACVB 2016 S.M.A.R.T. GOALS

- 1. Work with local media outlets to increase PACVB presence and awareness**
 - Schedule weekly/bi-weekly/monthly segments on television (end of 1st Qtr)
 - Schedule weekly segments on 1470 WMBD and/or 89.9 WCBU (end of 1st Qtr)
 - Schedule on-camera (live or recorded), radio and print interviews (ongoing)
- 2. Community and attraction promotion**
 - Assist Community Development Manager in regular radio spots (ongoing)
 - Work with Community Development Manager on "Kaci's Places to Play" (monthly)
 - | Shoot and edit pieces
 - Create a testimonial video (before June 1)
- 3. Intern development**
 - Work with tourism intern on Calendar of Events additions, etc. (ongoing)
- 4. Social Media development**
 - Assist in push for bigger LinkedIn and Instagram presence (June 1)
 - Contribute to PACVB blog (August 1)
- 5. Professional Development of Marketing Skills**
 - Marketing writing bootcamp on Marketing Profs (March)
 - Wordpress Training (January)
 - Content writing webinars (ongoing)
 - Adobe webinars (as available)
- 6. Manage Marketing Performances**
 - Find alternative media documentation programs (March)
 - Enhance Marketing reporting (ongoing)
 - Report on website ad information (May 1)
- 7. Update Communication Sources**
 - Continue to design and distribute Member News and Peoria Promoter, moving to bi-monthly for the Promoter (January 1)
 - Social media- work to develop campaign for LinkedIn and Instagram (to launch July 1)
 - Assist with the development of quarterly newsletter (January 1)
 - Work with the update of IDSS information when pulling to website attributes and contact information (January 1)

PACVB 2016 S.M.A.R.T. GOALS

1. Prospecting

- Establish a system of prospecting locating 25 new events in competitive cities per month
- Research, input into IDSS and contact regarding future consideration of the Peoria Area and assign sales managers to contact, if requested
- Organize two mass prospecting challenges for the entire staff each year
- Assist with R & G lead generation and client follow up

2. Actively participate and manage IDSS and the reporting functionality

- Publish weekly sales reports and sales pitch report on the first business day of the week
- Publish a weekly Daily Productivity Report for the previous week and review for any reporting errors or missing information with sales managers
- Maintain the Year to Date reporting
- Create monthly sales reports for the PACVB monthly board packet within the first week of each month
- Produce monthly sales reports for the Peoria Civic Center Authority
- Attend training sessions to continue to learn new tips and strategies, including Tourism Academy in Minneapolis

3. Assist the sales managers with tradeshow preparation and follow up

- Manage the tradeshow planning procedures set forth for the fiscal year
 - | Copying the entire tradeshow attendance list
 - | Generating mailing list for pre-show emails
 - | Researching clients history, previous locations, PACVB connections
 - | Save all attendee profiles into server/tradeshow folder
 - | Assist with follow up and creation of photo postcards

4. Become the manager for the PACVB Event Proposal Process

- Gather hotel and facility proposals from sales managers, save and verify
- Create the proposal to be sent digitally and/or bound for delivery

5. Develop skills and leadership roles by getting more involved with organizations that provide opportunities for professional development:

- Local
 - | HOIHA
 - | HIHRC- Heart of Illinois Human Resource Council

6. Continually analyze previous lost business and discover key reasons for their decision (ongoing)

- Reopening the conversation with these clients is key to finding out the reasons for their choosing another city as well as getting them to return

SALES DEPARTMENT



VERONICA POEHLMAN

Sales Coordinator

vpoehlman@peoria.org
309.676.0303 x3299

Need job description.

AFFILIATIONS



