



## CITY OF WASHINGTON, ILLINOIS City Council Agenda Communication

**Meeting Date:** March 17, 2025

**Prepared By:** Jon Oliphant, AICP, Planning & Development Director

**Agenda Item:** Discover Peoria Presentation and Agreement Discussion

**Explanation:** Representatives from Discover Peoria (also known as the Peoria Area Convention and Visitors Bureau) will be in attendance to present an update on its services for Washington and the region. The current agreement that began on May 1, 2022, is for two years with two one-year options. Attached is the current agreement and its benefits for each of the four possible years. Also attached is the most recent quarterly review through December 2024.

**Fiscal Impact:** The FY 25-26 budget includes \$25,000 for a Discover Peoria agreement. The agreement was revisited after the first two years and the City has the ability to terminate it if the partnership is deemed inadequate. Discover Peoria staff have offered two options within the attached upcoming fourth and final year of The Riparian Club agreement at either the current \$20,000 level or an increase to \$25,000 level if the Council is supportive of it. The City currently pays \$20,000 during the ongoing third year of the agreement and receives the same services that were part of the FY 23-24 agreement. The additional services offered at the optional FY 25-26 \$25,000 level include a localized discovery video that is focused on hospitality/tourism entities and events, photo assets taken by Discover Peoria's photographer, and shared promotions on the PACVB home page.

**Action Requested:** The presentation is intended to offer the City Council the opportunity to hear more about and to ask questions about a continued partnership with Discover Peoria. Depending on the direction of the Council, no further action would be needed if the interest was to support the services at the \$25,000 level. A resolution would be brought to the Council for approval for any different funding amount and scope of services. City staff meets with the Discover Peoria staff quarterly to hear about its efforts to market Washington, our businesses, and events. The organization continues to be open to other ideas on how to spread the message about visiting Washington.

DISCOVER  
**PEORIA**

INTRODUCING...

# The Riparian Club

## Riparian

adjective  
/rə'perēən, rɪ'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, rɪ'perēən kləb/

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



## WASHINGTON, ILLINOIS FY 2026 / proposal

	Option 1	Option 2
	\$20,000	\$25,000
Recommendation of Voting Seat on the PACVB Board	X	X
Promotion of ALL Hospitality Businesses within Washington (Right)	X	X
Dedicated Washington Section on PACVB Website // Includes Annual Events	X	X
Custom Hospitality + Tourism Content that Coordinates with the Discover Peoria Brand	X	X
Unlimited Listings on PACVB Calendar of Events	X	X
PACVB Social Media Promotion	X	X
Promotions through Newsletter // Bi-Monthly, 15K+ Leisure subscribers	X	X
Market Washington to Leisure Travelers	X	X
Promotion through Illinois Office of Tourism website and social marketing promotions	X	X
Discovery Video(s) focused on Hospitality + Tourism Entities + Events		1 Commercial
Photo Assets // Taken by Discover Peoria's Photographer		X
Shared Promotion of Washington Hotels + Venues for Convention + Sporting Purposes	X	X
Shared Promotions on PACVB Home Page		X

Hospitality Business/Parks
Company Logo, Description, URL on DiscoverPeoria.com
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

After 1 year (FY2026) the agreement will be revisited to evaluate its benefit. If the City of Washington deems the partnership inadequate, the contract can be terminated or revised.

**Cooperative Agreement**

**THIS AGREEMENT**, effective May 1, 2024 is by and between The City of Washington, an Illinois Municipal Corporation (the "City") and The Peoria Area Convention and Visitors Bureau, an Illinois not-for-profit corporation (the "PACVB" or "Discover Peoria").

**WHEREAS**, the PACVB promotes the Peoria Area region as a desired destination for visitors, contributes to the economic growth of the communities represented—including City, enhances quality of life for residents and amplifies pride across the region;

**WHEREAS**, the City may, from time to time, wish to utilize the Services of Discover Peoria for one or more programs ("Programs");

**WHEREAS**, the PACVB and the City wish to establish the terms and conditions which shall apply to individual Programs for which Discover Peoria provides services.

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged and intending to be legally bound, the parties agree as follows:

**1. Statements of Work.** From time to time during the Term of this Agreement the City and Discover Peoria shall jointly develop and agree on written descriptions of the Services ("Statement(s) of Work") for each Program. Each Statement of Work shall include at a minimum a description of the Services to be provided by the PACVB and the respective responsibilities of the parties, and shall be substantially in the form attached as Schedule A. Each Statement of Work shall be subject to and incorporate the terms of this Agreement.

**2. Fees and Expenses.** As complete consideration for the Services, the City will pay the PACVB \$20,000 for FY2025 with the FY2026 option at \$25,000 ("Fees") and all expenses and charges ("Expenses") identified on the cost estimate within an applicable Statement of Work (the "Cost Estimate"), or otherwise approved in writing by the City.

**3. Payment Terms.** Fees and Expenses are payable in accordance with Discover Peoria's payment terms of net thirty (30) days from invoice date. The PACVB will invoice at least thirty days in advance of scheduled payment dates. If the PACVB is required to pay any Expenses prior to receipt of payment for such Expense from the City pursuant to a payment schedule, Discover Peoria may, in its discretion, invoice such Expense amounts separately, and such amounts shall be payable by the City upon receipt of invoice. Late fees of one and one-half percent (1.5%) will apply to any late payments. The City may not off-set any amounts against amounts due, or withhold any amount due under this Agreement without the PACVB's prior written approval.

If City fails to make a payment due under a payment schedule, or the PACVB has reason to believe City may not be able to make required payments as they come due, including a change in the City's creditworthiness or credit rating, Discover Peoria shall have the right upon written notice to alter City's payment terms as the PACVB deems necessary or appropriate in its sole discretion, including without limitation requiring a security deposit or accelerated payments. If City does not accept altered payment terms as required, Discover Peoria shall have the right to suspend services to City upon written notice.

**4. Term.** Discover Peoria's engagement shall commence on May 01, 2024 and shall expire on April 30, 2025, unless extended by mutual written agreement of the parties hereto, subject to the following:

a. Either party shall have the right to terminate this Agreement and any Statement of Work in effect in the event of a material default by the other party of this Agreement or any Statement of Work in effect, upon thirty (30) days prior written notice to the defaulting party starting with specificity the alleged default. During said 30-day period, the defaulting party shall have an opportunity to cure any such default or present to the non-defaulting party a plan acceptable to the non-defaulting party for cure of any default



Peoria Area Convention and Visitors Bureau  
456 Fulton Street, Suite 300, Peoria, IL 61602  
DiscoverPeoria.com

which cannot reasonably be cured within the 30-day period. Failure to cure the alleged default within the 30-day period or to comply with the plan for cure may result in immediate termination of this Agreement at the non-defaulting party's discretion.

b. This agreement and any Statement of Work in effect may be terminated immediately upon notice to the other party if the PACVB or the City is prohibited by law, regulation or order from engaging in or utilizing the services or activities described or referred to in this Agreement.

c. If the City terminates this Agreement or any Statement of Work for any reason, the City will have no liability to the PACVB after the termination date specified in the City's notice of termination with the exception of the payment of Program Fees earned for services performed, documented Program Charges, and Expenses included in an approved Statement of Work, budget estimate or otherwise agreed to by City that have been paid, committed to, or incurred by the PACVB prior to the termination date specified in the City's notice of termination. The City will pay any PACVB Program Fees and reimburse any Program Charges and expenses due within thirty (30) days after the City's receipt of an invoice and, if applicable, reasonable documentation necessary to verify any Program Charges or expenses payable.

**5. Relationship of Parties.** Discover Peoria is an independent contractor. Neither the City nor its employees, contractors or agents shall be considered employees or agents of the PACVB and neither party shall be deemed a partner or joint-venturer of the other.

**6. Assignment and Delegation.** This is a personal services contract and is, therefore, not assignable by the City without the PACVB's prior written consent. It is expressly understood and agreed that while Discover Peoria shall at all times exercise supervision over all aspects of the service it is to provide under this Agreement, it may contract with other persons to perform individual aspects of the services, in Discover Peoria's sole discretion.

**7. Attorney's fees.** If any action at law or in equity is necessary to enforce the terms of this Agreement or any Statement of Work, the prevailing party shall be entitled to reasonable attorney's fees, costs and expenses, in addition to any other relief to which such prevailing party may be entitled.

**8. Governing Law/Venue.** This Agreement or any Statement of Work shall be governed by, construed and interpreted in accordance with the internal laws of the State of Illinois, without regard to its choice of law provisions. The parties agree that jurisdiction and venue of all matters relating to this Agreement shall be vested exclusively in the Federal, state and local courts within the State of Illinois.

**9. Notices.** All invoices and any notices which are required, or which may be given under this Agreement shall be deemed given upon the earlier of receipt or five (5) days after mailing by certified mail, return receipt requested, or hand delivery by messenger or express service, to the following addresses, or to such other address as each party may specify to the other in writing from time to time.

If to Discover Peoria:  
Peoria Area Convention and Visitors Bureau  
Attention: CJ Goddard  
456 Fulton Street, Suite 300  
Peoria, IL 61602



Peoria Area Convention and Visitors Bureau  
456 Fulton Street, Suite 300, Peoria, IL 61602  
DiscoverPeoria.com

If to the City:

The City of Washington  
Attention: Jon Oliphant  
301 Walnut Street  
Washington, IL 61571

**10. Counterparts.** This Agreement and any Statement of Work may be executed in counterparts each of which when so executed and delivered shall be deemed to be an original and all of which together shall constitute one instrument.

**11. Severability.** The unenforceability, invalidity, or illegality of any provision of this Agreement or any Statement of Work shall not affect or impair the continuing enforceability or validity of any other part, all of which shall survive and be valid and enforceable.

**12. Limitation of Liability.** THE PACVB SHALL NOT BE SUBJECT TO AND EXPRESSLY DISCLAIMS, AND THE CITY HEREBY WAIVES (a) ALL IMPLIED WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, AND (b) ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, CONTINGENT PUNITIVE OR SPECIAL DAMAGES WHATSOEVER WITH RESPECT TO THE PRODUCTS AND SERVICES PROVIDED BY THE PACVB AND ANY UNDERTAKINGS, ACTS OR OMISSIONS RELATING THERETO.

**13. Entire Agreement.** This Agreement and each Statement of Work sets forth the final and complete understanding of the parties with respect to this subject and there are no other representations or warranties with respect to this Agreement. This Agreement supersedes all prior discussions, agreements and undertakings relating to the subject matter, including, without limitation, any confidentiality agreements or letters of intent relating to the engagement of the PACVB. It is further agreed that the respective rights, interests, understandings, agreements and obligations of the parties may not be amended, modified or supplemented in any respect except by a subsequent written instrument evidencing the express written consent of the party to be charged. Any terms inconsistent with or additional to the terms set forth in this Agreement which may be included in an acknowledgment, invoice or other document of either party shall not be binding on the other.

**14. Force Majeure.** If either party is prevented from complying, either totally or in part, with any of the terms or provisions of this Agreement or any Statement of Work by reason of fire, flood, storm, strike, epidemic, lockout or other labor trouble, riot, war, rebellion, accident or other acts of God, then upon written notice to the other party, the affected provisions and/or requirements of this Agreement shall be suspended during the period of such disability. The disabled party shall make all reasonable efforts to remove such disability within thirty (30) days of giving notice of such disability.



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DiscoverPeoria.com

**IN WITNESS WHEREOF**, the undersigned parties have duly executed this Agreement as of the date first written above.

City of Washington

Peoria Area Convention and Visitors Bureau

By: \_\_\_\_\_

By: \_\_\_\_\_

Print: \_\_\_\_\_

Print: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_



**Schedule A**  
**Statement of Work**

This statement of Work ("SOW") is entered into pursuant to the Cooperative Agreement, dated as of May 1, 2024, (the "CA") by and between The Peoria Area Convention and Visitors Bureau, ("PACVB" or "Discover Peoria") and The City of Washington (the "City"). This SOW sets forth the terms and conditions under which the PACVB has rendered and will render marketing and administrative services for the Riparian Club Program (the "Program").

**1. Scope of Services:** Services for the Program shall consist of the services set forth below, or if attached to this SOW, the services set forth on Attachment A.

## WASHINGTON, ILLINOIS

	FY 2025	FY 2026
	\$20,000	\$25,000
Recommendation of Voting Seat on the PACVB Board	X	X
Promotion of ALL Hospitality Businesses within Washington (Right)	X	X
Localized Discovery Video		X
Dedicated Washington Section on PACVB Website // Includes Festival Information	X	X
Custom Hospitality + Tourism Content that Coordinates with the Discover Peoria Brand	X	X
Shared Promotions on PACVB Home Page		X
Unlimited Listings on PACVB Calendar of Events	X	X
Feature with Photos in the PACVB Discover Guide	X	X
PACVB Social Media Promotion	4 custom posts + unlimited shares	4 custom posts + unlimited shares
Dedicated newsletter to our 15,000+ travel and leisure subscribers	X	X
Access to Discover Peoria Assets // Includes Photos + Videos of Washington Entities + Events		X
Promote and Recommend Accommodations in Washington (at trade shows and in direct sales)		X
Market Washington to Leisure Travelers	X	X
Promotion through Illinois Office of Tourism website and special marketing promotions	X	X

Contract begins May 2024 and runs through April 2025

Perks will be revisited after the end of the year and adjusted for equal or lesser valued tasks. After 1 year (FY 2025) the agreement will be revisited to evaluate its benefit. If the City of Washington deems the partnership inadequate, the contract can be terminated or revised.

Hospitality Business Perks
Company Logo, Description, URL on DiscoverPeoria.com
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





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**2. Program Fees and Expenses:** \$20,000 for FY2025, option of \$25,000 FY2026

**3. Payment Schedule:**

**Payment Schedule**

2024-2025 Payment

2025-2026 Payment

**Invoice Dates:**

At time of contract signing

At time of City Council approval

**Payment Due Dates:**

30 days after contract signing

**4. Term.** The term of this SOW shall be deemed effective as of May 01, 2024 and will continue through April 2025, or with an option to extend to April 30, 2026



# WASHINGTON

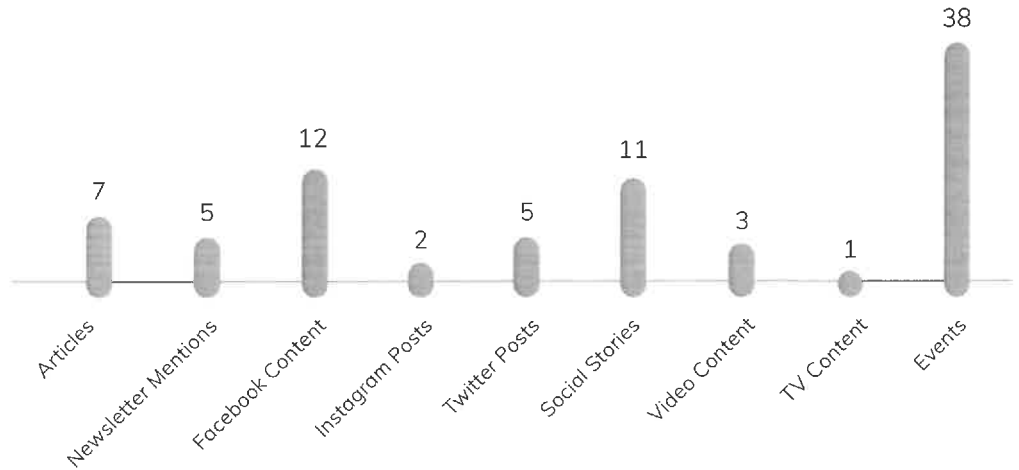
QUARTER REVIEW  
OCTOBER-DECEMBER 2024



# QUARTERLY OVERVIEW

(OCTOBER-DECEMBER 2024)

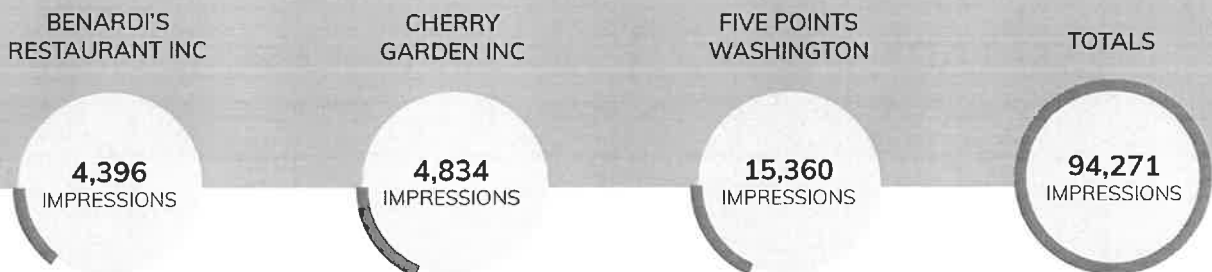
## MEDIA CONTENT



## BUSINESS LISTINGS



## GOOGLE IMPRESSIONS



## WASHINGTON BLOGS

## SOCIAL ENGAGEMENT

**7**  
ARTICLES FEATURING  
WASHINGTON



**8,280**  
TOTAL  
ARTICLE VIEWS

**361,805**  
SOCIAL REACH

**27,247**  
FOLLOWERS

Content		NOTES
Website	208,457	Total Website Page Views
Articles	7	Blogs in which Entities + Events where featured
Newsletter Mentions	5	Total Subscribers: 15,733
Facebook Posts	12	Total Following: 9,488
Instagram Posts	2	Total Following: 7,671
Twitter Posts	5	Total Following: 5,695
Social Stories	11	Posted to Facebook + Instagram
Video Content	3	Reels, Tiktoks + Youtube
TV	1	WEEK 25 News
Events	38	Listed on PACVB Calendar of Events

Discover Peoria's Top Pages FEATURING Washington	Page Views
<a href="#">/events/</a>	20,701
<a href="#">peoria.org/</a>	17,810
<a href="#">/things-to-do/</a>	6,140
<b>Total</b>	<b>44,651</b>

Washington TOP VIEWED Pages/events on Discover Peoria Website	Page Views
<a href="#">frozen jr.</a>	237
<a href="#">holiday spirits pub crawl</a>	108
<a href="#">Candlelight Stroll on Washington Square</a>	107
<a href="#">communities/washington</a>	67
<b>Total</b>	<b>519</b>

Washington Listings / Highest Impressions on Google	Impressions
Five Points Washington	15,360
Cherry Garden Inc	4,834
Art at the Bodega	4,672
Bernardi's Restaurant Inc	4,396

All BLOGS Featuring Washington	Page Views	
<a href="https://peoria.org/blog/post/out-of-town-guests/">https://peoria.org/blog/post/out-of-town-guests/</a>	557	
<a href="#">Greater Peoria Festivals</a>	1,133	
<a href="https://peoria.org/blog/post/holidayevents/">https://peoria.org/blog/post/holidayevents/</a>	3,576	
<a href="https://peoria.org/blog/post/peppermintmocha/">https://peoria.org/blog/post/peppermintmocha/</a>	103	
<a href="https://peoria.org/blog/post/shop-tazewell/">https://peoria.org/blog/post/shop-tazewell/</a>	94	
<a href="https://peoria.org/blog/post/trickortreat/">https://peoria.org/blog/post/trickortreat/</a>	2,024	
<a href="https://peoria.org/blog/post/santasightings/">https://peoria.org/blog/post/santasightings/</a>	793	
<b>Total</b>	<b>8,280</b>	
	July - Sept	4,194
	April - June	4,539

<b>Website Business Listings</b>	<b># of Listings</b>	<b>Views</b>	<b>Clicks</b>	<b>Impressions on Google</b>
Hospitality + Tourism Listings	83	1884	475	94,271
July - Sept	83	1,648	402	82,696
April - June	83	1,209	316	97,335

<b>Hotels + Accomodations</b>	<b>Leads Sent</b>	<b>Room Nights Requested</b>
Crestview Motel	0	0
Sleep Inn & Suites Washington	5	4,005
Super 8 Washington	5	4,005
Cornerstone Inn BNB	6	9,507

<b>Social Engagement</b>	<b>Impressions</b>	<b>Following</b>
Facebook	234,209	9,811
Instagram	119,048	8,060
LinkedIn	93	1,635
Twitter	510	5,621
TikTok	7,945	2,120
<b>Total</b>	<b>361,805</b>	<b>27,247</b>
	799,918	26,551
Last Quarter (April - June)	377,125	25,326

### Newsletter Mentions

[Oct 1 // BOO!](#)

[Oct 15 // Trick or Treat](#)

[Nov 1 // Get Game day ready](#)

[Dec 2 // shop local this holiday season](#)

[Dec 16 // your VIP pass to the holiday fun](#)

Washington Hospitality + Tourism Businesses	Views	Clicks	Impressions on google
Alpha Bravo	23	3	557
American Legion Post 100	30	8	488
Art at the Bodega	165	76	4,672
At Bat	21	7	937
Aunt Dena's Bakery	15	0	1,461
Backyard Living	6	0	201
Baker Street Boutique	21	7	134
Bernardi's Restaurant Inc	18	1	4,396
Blue Margarita's Mexican Bar & Grill- Washington	16	1	3,926
Brandy's Bees	19	6	256
Brunk's Screenprinting & Graphics	5	0	404
Castaways Quality Consignment	26	3	1,320
Cherry Garden Inc	35	6	4,834
Christy's Place	7	0	428
City of Washington	49	3	1,021
Clark Music Studios	10	0	41
Cloud Nine Massage Studio	7	1	894
Cornerstone Inn Bed & Breakfast	74	24	1,304
Countryside Banquet Facility	4	0	1,163
Crestview Motel	16	10	753
CrossFit 1825	5	0	177
Cummins Family Restaurant Washington	39	4	812
Define The Home Inc	8	0	109
Faire Coffee // Washington	19	1	1,363
Farm Creek	42	1	194
Farmdale Reservoir	69	10	807
Five Points Washington	109	38	15,360
Gym Corner LTD	27	17	1,232
Hillcrest Golf Center Inc	3	0	39
Holland's Caramel Corn	33	6	772
Holland's Mercantile	137	42	2,426
Homespun	12	1	282
Ice Cream Shack of Sunnyland	18	2	2,718
Katy T's	16	1	138
Kep's Sports Bar & Grill	8	1	249
Khoury's Restaurant	9	0	494
Kimpling Hardware and Home Improvement	0	0	169
Kirk's Korner Tap	16	3	480

Le Fleur Floral Design & Event	4	0	110
Lindy's Downtown Market	12	1	1,093
Liquor Oasis	1	0	416
Lori's Kitchen Store	51	19	2,281
Lucky Charlie	16	0	778
Mariachi Mexican Restaurant	6	0	1,637
Merle Norman Day Spa	0	0	557
Michael's Italian Feast	4	0	1,016
Nitsch Theatre Arts	6	1	1,117
Parish's Pub	7	1	390
Pine Lakes Golf Club	9	2	1,694
Plaza Lanes	13	1	1,619
Prairie Built Barns	31	11	964
Prep. Freeze. Cook	43	22	517
Q Tavern	8	1	151
Quail Meadows Golf Course	10	0	396
R.P. Home and Harvest	12	0	699
Russell's Cycling & Fitness	5	0	979
Sankoty Sustainables	5	0	97
Sentimental Journey	13	1	780
Sleep Inn & Suites Washington	6	1	901
SOS Home	30	8	2,162
Stay Sharp Barber Shop	5	0	744
Step Back in Time	10	0	21
Super 8 Washington	5	0	440
Team Works by Holzhauser	4	0	889
The Blend Coffee	6	1	1,065
The Book Nook	124	53	3,053
The Brickhouse BBQ Burgers & Brew	13	5	1,181
The Clay Den	1	0	14
Transformation's Lash Studio and Academy	4	3	183
Tres Rojas Winery	66	19	2,159
Trinkets and Treasures	4	0	22
Warp Drive Toys	19	4	245
Washington Bridge Education Foundation	5	0	19
Washington Chamber of Commerce	12	1	442
Washington Family Restaurant	13	5	853
Washington Good Neighbor Days	69	15	172
Washington Greenhouse	15	2	932
Washington Park District	6	0	577
Washington Park Pool	5	0	363
Washington Recreation Trail	7	1	97
Weaver Park	4	1	23
Wielands Lawn Mower Hospital	5	0	67
Zeek's Comics and Games	53	13	3,345
	<b>1884</b>	<b>475</b>	<b>94,271</b>

Title	Start Date	Rank	Address 1	Host Organization Name
Hobby Night at Zeek's Comics and Games	2024-05-02	Ongoing Event	30 Cherry Tree Shopping Center	Zeek's Comics and Games
Martin Media Presents: Amy Grant	2024-10-10	One Time Event	360 North Wilmor Road	Five Points Washington
Decade of Decadence	2024-10-19	One Time Event	360 North Wilmor Road	Five Points Washington
The Wizards of Winter	2024-12-05	One Time Event	360 North Wilmor Road	Five Points Washington
Singer-Songwriter's Series	2024-09-20	Ongoing Event	1774 E Cruger Rd	James Herr Acoustic
Saturday Night Lights Trunk or Treat	2024-10-19	One Time Event	1750 Washington Rd	
Trunk or Treat - Washington	2024-10-26	One Time Event	2206 Washington Rd	
Tres Rojas Winery Halloween Paint & Sip	2024-10-23	One Time Event	1774 E Cruger Rd	Tres Rojas Winery
The Magic of Halloween	2024-10-12	One Time Event	360 North Wilmor Road	Peoria Pops Orchestra
Trunk or Treat at St. Mark's Lutheran Church	2024-10-27	One Time Event	200 S Main St	St. Mark's Lutheran Church
Trick or Treat in the Park	2024-10-26	One Time Event	518 Lincoln st.	
Festival of Food Trucks Trick or Treat	2024-10-21	One Time Event	1750 Washington Rd	
Holiday Craft Show	2024-10-26	One Time Event	22648 Grosenbach Rd.	
Murder Mystery Dinner - Killer Halloween Party	2024-10-25	One Time Event	1774 E Cruger Rd	
Pickleball: Co-Ed Young Adult Leagues	2024-11-01	Ongoing Event	360 North Wilmor Road	Five Points Washington
Holiday Spirits Pub Crawl	2024-12-14	One Time Event	300 Zinser Pl.	
Murder Mystery Dinner: Ho Ho Homicide	2024-11-30	One Time Event	1774 E Cruger Rd	
Candlelight Stroll on Washington Square	2024-12-05	One Time Event	123 Washington Square	
Peter/Wendy	2024-10-05	One Time Event	2442 Centennial Dr	Nitsch Theatre Arts
Peter/Wendy	2024-10-06	One Time Event	2442 Centennial Dr	Nitsch Theatre Arts
Frozen Jr.	2024-12-04	One Time Event	2442 Centennial Dr	Nitsch Theatre Arts
Frozen Jr.	2024-12-08	One Time Event	2442 Centennial Dr	Nitsch Theatre Arts
A Country GospelFest	2024-10-05	One Time Event	360 North Wilmor Road	GospelFest Ministries
Historic Haunted Hustle	2024-10-19	One Time Event	105 S. Spruce Street	Washington Chamber of Commerce
A Taste of Ireland - The Irish Music & Dance Sensation	2024-10-20	One Time Event	360 North Wilmor Road	
Annual Fall Wine & Bourbon Tasting	2024-10-21	One Time Event	2137 Washington Rd	Washington Chamber of Commerce
Holiday Open House on Washington Square	2024-11-02	Ongoing Event	123 Washington Square	
The Wizards of Winter	2024-12-05	One Time Event	360 North Wilmor Road	
USTAV Diwali Gala 2024 - featuring The Jungle Book	2024-10-26	One Time Event	360 N Wilmor Rd	PJ Dance Academy
Quail Meadows Golf presents Dinner & A Laugh featuring the Bad Momz of Co!	2024-11-09	One Time Event	2215 Centennial Dr.	Cornerstone Inn
Five Points Washington's 2024 Dodgeball Tournament	2024-12-14	One Time Event	360 North Wilmor Road	Five Points Washington
An American Family Christmas	2024-12-13	Ongoing Event	360 N. Wilmor Rd	Peoria Area Civic Chorale
The Kramers & Greater Vision Concert	2024-11-07	One Time Event	1420 N Main St	Light House Academy
An American Family Christmas	2024-12-15	One Time Event	360 N. Wilmor Rd	Peoria Area Civic Chorale
Retreat & Refresh Stroke Camp	2024-11-15	One Time Event	360 North Wilmor Road	United Stroke Alliance
Holiday Concert	2024-12-04	One Time Event	200 S. Main St.	St. Mark's Lutheran Church, Washington IL
Hot Cocoa & Cookies	2024-12-19	One Time Event	815 Lincoln St	Washington Park District
NYE Dinner Music Open Mic	2024-12-31	One Time Event	1006 Peoria St	Michael's Italian Feast



Lead ID	Meeting Name	Account	Hotel Response Due	Hotel Responded Date	Dates	Requested RN's	Status
<u>Steep Inn &amp; Suites</u>							
C8668	2025 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 23-25, 2025	700	Lost Business
C8640	2025 Ledgestone Insurance Open	Professional Disc Golf Association	10/15/2024	10/09/2024	Aug 14-17, 2025	910	Definite
C8648	2026 Annual Convention	Illinois Library Association	11/12/2024		Oct 5-7, 2026	995	Tentative
C8654	2026 IASA Annual Conference	Illinois Association of School Administrators	10/31/2024		Sep 22-24, 2026	700	Lost Business
C8669	2027 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 21-23, 2027	700	Lost Business
Total Number of Leads = 5 Total Requested Room Nights = 4005							
<u>Super 8</u>							
C8668	2025 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 23-25, 2025	700	Lost Business
C8640	2025 Ledgestone Insurance Open	Professional Disc Golf Association	10/15/2024	10/09/2024	Aug 14-17, 2025	910	Definite
C8648	2026 Annual Convention	Illinois Library Association	11/12/2024		Oct 5-7, 2026	995	Tentative
C8654	2026 IASA Annual Conference	Illinois Association of School Administrators	10/31/2024		Sep 22-24, 2026	700	Lost Business
C8669	2027 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 21-23, 2027	700	Lost Business
Total Number of Leads = 5 Total Requested Room Nights = 4005							
<u>Cornerstone Inn Bed &amp; Breakfast</u>							
C8614	2025 Global Esports Tour Fortnite Showdown Festival	Global Esports Federation (We Are Cinematic)	10/15/2024		Sep 14-23, 2025	5502	Tentative
C8668	2025 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 23-25, 2025	700	Lost Business
C8640	2025 Ledgestone Insurance Open	Professional Disc Golf Association	10/15/2024		Aug 14-17, 2025	910	Definite
C8648	2026 Annual Convention	Illinois Library Association	11/12/2024		Oct 5-7, 2026	995	Tentative
C8654	2026 IASA Annual Conference	Illinois Association of School Administrators	10/31/2024		Sep 22-24, 2026	700	Lost Business
C8669	2027 IASA Annual Conference	Illinois Association of School Administrators	11/06/2024		Sep 21-23, 2027	700	Lost Business
Total Number of Leads = 6 Total Requested Room Nights = 9507							



Partner: Account Recap

Date Generated: 01/13/2025  
Date Filter: 10/01/2024 to 12/31/2024

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:** 07/27/2022 by Michael Phillips

Advertising Opportunities

Promotion	Ad Type	Amount	Ad Category	Cash Amount	Trade Amount
Facebook Post 12/30/2024	Facebook	\$0.00	Default - Promoted Michael's Italian Feast on social post // Events on Tap	0	0
Social Stories 12/30/2024	Social Media	\$0.00	Default - Highlighted Michael's Italian Feast in social post // Events on Tap reshare	0	0
Instagram Post 12/30/2024	Instagram	\$0.00	Default - Highlighted Faire Coffee in social post // Custom post	0	0
Instagram Post 12/28/2024	Instagram	\$0.00	Default - Highlighted Five Points Washington in social post // Promoted: Things to do Indoors With Kids	0	0
Week 25 News 12/27/2024	Television	\$0.00	Default - Highlighted The Clay Den in Discover Peoria segment // Bi-weekly segment	0	0
Facebook Post 12/17/2024	Facebook	\$0.00	Default - Promoted Faire Coffee and The Blend in social post // Promoted Blog - Peppermint Mocha	0	0
Twitter Post 12/17/2024	Twitter	\$0.00	Default - Showcased Faire Coffee and The Blend in social post // Promoted Blog - Peppermint Mocha	0	0
Newsletter 12/16/2024	Email	\$0.00	Default - Highlighted in BLOGS: Entertaining out of Town Guests, Magical Holiday Events + Peoria Made Souvenirs // EVENT: Five Points Washington	0	0
Facebook Post 12/16/2024	Facebook	\$0.00	Default - Featured Washington Chamber of Commerce and Washington Park District in social post // Events on Tap	0	0
Social Story 12/16/2024	Social Media	\$0.00	Default - Promoted Washington Chamber of Commerce and Washington Park District in social story // Events on Tap Reshare	0	0
Blog // Peppermint Mocha Blog	Blog Article	\$0.00	Default - Featured Faire Coffee + The Blend in blog article // Peppermint Mocha blog	0	0
Blog // Entertaining Out of Town Guests 2024	Blog Article	\$0.00	Default - Featured Art at the Boega, Lori's Kitchen Store, Plaza Lanes in blog article // Entertaining Out of Town Guests 2024	0	0
Facebook Post 12/9/2024	Facebook	\$0.00	Default - Highlighted Five Points Washington in social post // "#EventsOnTap <input type="checkbox"/> More information on these events + more here <input type="checkbox"/> <a href="https://peoria.org/events/">https://peoria.org/events/</a> "	0	0
Facebook Post 12/2/2024 B	Facebook	\$0.00	Default - Featured Washington Chamber of Commerce on social post // "#EventsOnTap <input type="checkbox"/> More information on these events + more here <input type="checkbox"/> <a href="https://peoria.org/events/">https://peoria.org/events/</a> "	0	0
Social Stories 12/2/2024	Social Media	\$0.00	Default - Featured Washington Chamber of Commerce in social story // Events on Tap	0	0
Newsletter 12/2/2024	Email	\$0.00	Default - Featured in BLOGS: Magical Holiday Events, Shop Local landing page + Local goods + Gifts: Guys edition	0	0
Social Stories 11/30/2024	Social Media	\$0.00	Default - Promoted the city of Washington on social story // Repost of Shop Local post	0	0

Facebook Post 11/26/2024	Facebook	\$0.00	Default - Promoted the city of Washington in social post // This holiday season, let's keep the cheer local! Shop small, support local businesses, and find unique gifts you won't find anywhere else. ☐ Let's make this season unforgettable—right in our own backyard! ☐	0	0
Twitter Post 11/26/2024	Twitter	\$0.00	Default - Featured the city of Washington on social post // This holiday season, let's keep the cheer local! Shop small, support local businesses, and find unique gifts you won't find anywhere else. ☐ Let's make this season unforgettable—right in our own backyard! ☐	0	0
Facebook Reel 11/25/2024 A	Reel	\$0.00	Default - Showcased The Bent Penny, The Hair Lab in social reel // "We just beard better." Bux Beards is a high quality product that's formulated to nourish, soften and moisturize the beard, hair and skin underneath. It also promotes healthy beard growth. ☐	0	0
Insta Reel 11/25/2024	Reel	\$0.00	Default - Highlighted The Bent Penny, The Hair Lab in social reel // "We just beard better." Bux Beards is a high quality product that's formulated to nourish, soften and moisturize the beard, hair and skin underneath. It also promotes healthy beard growth. ☐	0	0
Blog // Santa Sightings in the Greater Peoria area	Blog Article	\$0.00	Default - Highlighted Five Points Washington in blog article // Santa Sightings in the greater peoria area	0	0
Blog // Greater Peoria Festivals 2024	Blog Article	\$0.00	Default - Showcased Washington Good Neighbor Days in blog article // Greater Peoria Festivals	0	0
Blog // Magical 2024 Holiday Events	Blog Article	\$0.00	Default - Featured Nitsch Theatre Arts in blog article // Magical 2024 Holiday Events	0	0
Blog // Shop Tazewell Co.	Blog Article	\$0.00	Default - Highlighted Baker Street Boutique, Boutique 309, Brandy's bees, Castaways Quality consignment, define the home, hollands mercantile, homespun, lori's kitchen store, lucky charlie, sos home, sentimental journey, step back in time, the bent penny, the nook at nena's, zeek's comics and games in blog article // Shop Tazewell Co.	0	0
Newsletter 11/1/2024	Email	\$0.00	Default - Showcased in BLOGS: Your Guide to Game Day Grub	0	0
Insta Reel 10/30/2024	Reel	\$0.00	Default - Promoted Tres Rojas Winery in social reel // Spend a gorgeous fall day @tresrojaswinery ☐	0	0
Social Stories 10/30/2024	Social Media	\$0.00	Default - Showcased on social story // Repost of Trick or Treat	0	0
Facebook Post 10/29/2024	Facebook	\$0.00	Default - Highlighted Keps Sports Bar and Grill in social post // Promoted Blog: Game day grub	0	0
Twitter Post 10/29/2024	Twitter	\$0.00	Default - Showcased Keps Sports Bar and Grill in social post // Whether you're a major sports fan or just a fan of great snacks, 'tis the season for game day grub. No matter what team you're rootin' for, here is your guide for the best game day grub in the Peoria Area. ☐	0	0
Social Stories 10/28/2024	Social Media	\$0.00	Default - Featured Washington Chamber, Tres Rojas on social story // Events On Tap	0	0
Facebook Post 10/28/2024	Facebook	\$0.00	Default - Featured Washington Chamber, Tres Rojas in social post // Events On Tap	0	0
Social Stories 10/24/2024	Social Media	\$0.00	Default - Showcased Washington Park District in social story // Link to our Fall Foliage Blog	0	0
Social Stories 10/22/2024	Social Media	\$0.00	Default - Promoted Washington Chamber of Commerce, Tres Rojas Winery in social post // Events On Tap	0	0
Facebook Post 10/22/2024	Facebook	\$0.00	Default - Highlighted in social post // Grab your pillowcases and plastic pumpkins, it's Trick-or-Treat season! Check out the list of scheduled trick-or-treat times by county for 2024 Halloween in Greater Peoria. ☐☐	0	0
Twitter Post 10/22/2024	Twitter	\$0.00	Default - Highlighted in social post // Grab your pillowcases and plastic pumpkins, it's Trick-or-Treat season! Check out the full list of scheduled trick-or-treat times by county for 2024 Halloween in Greater Peoria. ☐	0	0
Facebook Post 10/21/2024	Facebook	\$0.00	Default - Featured Washington Chamber of Commerce, Tres Rojas Winery in social post // "#EventsOnTap ☐ More information on these events + more here ☐ <a href="https://peoria.org/events/">https://peoria.org/events/</a> "	0	0
Facebook Post 10/15/2024	Facebook	\$0.00	Default - Showcased Washington Park District in social post // With autumn in full swing, it's the perfect time to hit the road for leaf-peeping in the Illinois River Valley. We're sharing 13 of our favorite spots in Greater Peoria for autumn views of the changing hues. ☐	0	0

Twitter Post 10/15/2024	Twitter	\$0.00	Default - Highlighted Washington Park District in social post // With autumn in full swing, it's the perfect time to hit the road for leaf-peeping in the Illinois River Valley. We're sharing 13 of our favorite spots in Greater Peoria for autumn views of the changing hues. □	0	0
Newsletter 10/15/2024	Email	\$0.00	Default - Showcased in BLOGS: Trick or Treating in Greater Peoria + Halloween In Greater Peoria // EVENT: Festival of Food Trucks	0	0
Blog // Trick or Treat in Greater Peoria 2024	Blog Article	\$0.00	Default - Highlighted the city of Washington in blog article // Trick or Treat in Greater Peoria 2024	0	0
Social Stories 10/14/2024	Social Media	\$0.00	Default - Promoted Washington Chamber of Commerce, Five Points Washington on social story // Events on Tap	0	0
Facebook Post 10/14/2024	Facebook	\$0.00	Default - Promoted Washington Chamber of Commerce and Five Points Washington in social post // "#EventsOnTap □ More information on these events + more here □ <a href="https://peoria.org/events/">https://peoria.org/events/</a> "	0	0
Social Stories 10/9/2024	Social Media	\$0.00	Default - Promoted Art at the Bodega, Tres Rojas Winery on social story // Halloween in Greater Peoria	0	0
Social Stories 12/9/2024	Social Media	\$0.00	Default - Highlighted Five Points Washington on social story // Events on Tap reshare	0	0