



PEORIA AREA
CONVENTION AND VISITORS BUREAU

2013 SALES & MARKETING PLAN





PEORIA AREA
CONVENTION AND VISITORS BUREAU

Mission Statement

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

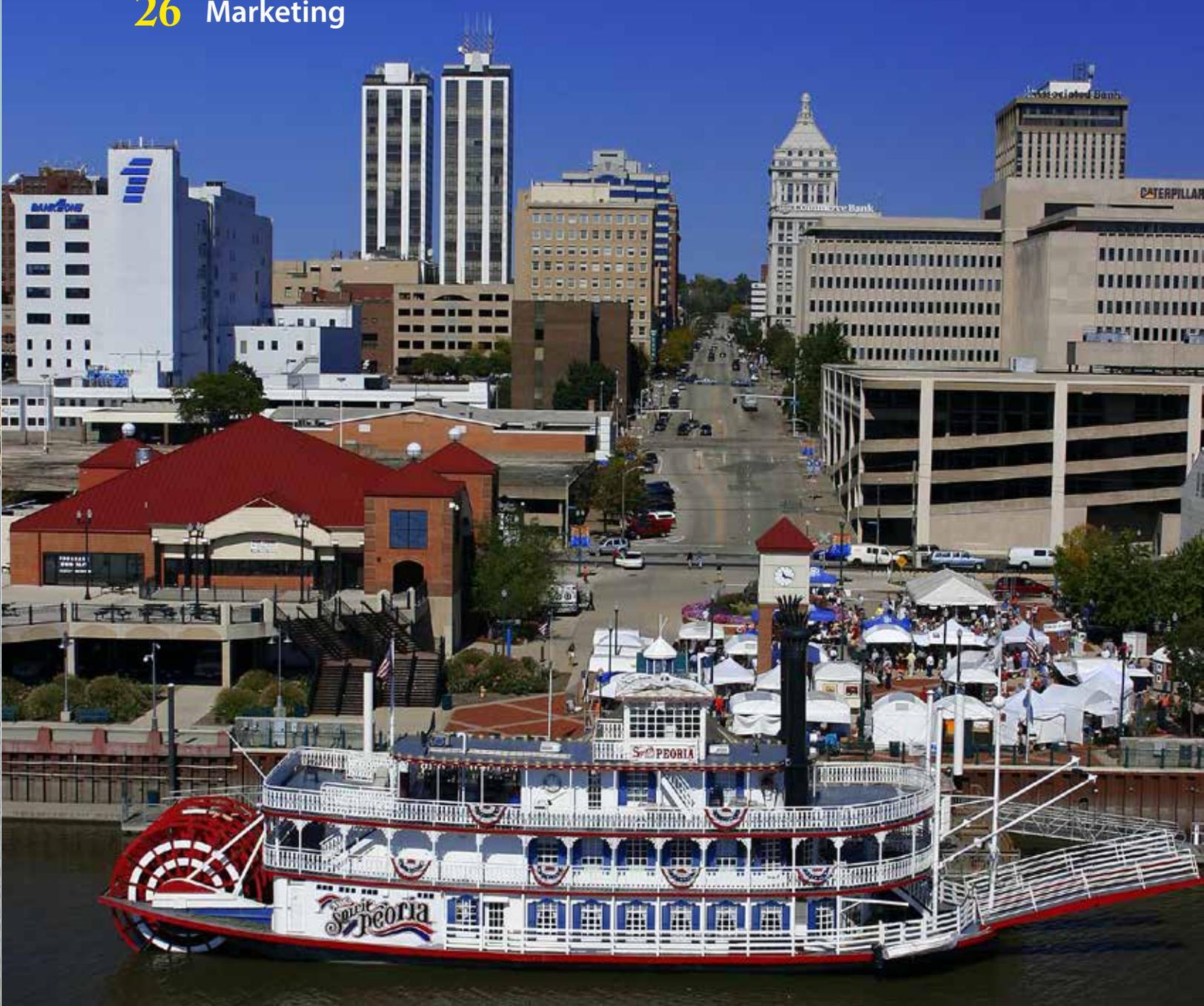




PEORIA AREA
CONVENTION AND VISITORS BUREAU

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MARKET OVERVIEW 2012 - YEAR IN REVIEW

As we look back on 2012 and forward to 2013, we can certainly say that this past year presented numerous challenges for the Peoria Area Convention and Visitors Bureau. But with an equally positive spirit we persevered and came out better for it. Among the challenges that faced our Board and staff in 2012 were the introduction of yet another new President/CEO for the PACVB, departure of staff in several key positions, reorganization of our sales and marketing departments, changes in job responsibilities as well as funding uncertainties.

But we are putting the band back together! Hiring six new employees and working as a team helped fulfill part of our mission at the Peoria Area Convention and Visitors Bureau this year - putting the Peoria hospitality team back together again.

Back in the 90's, the PACVB and Peoria area hospitality team was a force to be reckoned with in the convention business and we'd like to see that happen again. Everyone worked together to make good things happen for Peoria. And with the opening of the Peoria Riverfront Museum, the Caterpillar Visitors Center, the Pere Marquette/Marriott hotel project and East Peoria's downtown development, great things ARE happening again in the Peoria Area. We want to see us all working together as a unit – a strong united front – the Civic Center, the hotels, area attractions and the PACVB. One benefits the others.

Our knowledge and expertise allows us at the Peoria Area Visitors and Convention Bureau to be the perfect go-between – to meet the needs of our hotels and Peoria Civic Center more effectively, fill their rooms and meeting spaces and work together more harmoniously. When the Civic Center and hotels are full, all eight counties we serve benefit from it.

As is customary when a new leader takes over at the PACVB, several changes were made in both our internal and external activities. New staff members were added to our sales, marketing, tourism and membership departments as well as the final member of the team, a new administrative assistant.

With the addition of a new Vice President of Sales & Marketing position, the sales and marketing staffs have come to work together as a unit, to better facilitate a more aggressive and proactive approach for both tourism and sales. These changes have resulted in increased top-of-mind awareness of the Peoria marketplace as well as the creative marketing prowess of the PACVB and our extensive complement of activities. A new Senior Sales Manager comes to us with experience at the DuPage County CVB and brings some great relationships with meeting planners in that area along with her.

We established a Marketing Manager position that efficiently handles our Illinois state grant advertising and public relations; and now have a full-time Graphic Designer & New Media Manager who redesigned our 2013 Visitor's Guide and is championing the redesign of our website next year. The result is a more visible and consistent message in our advertisements in both the meeting, trade and leisure travel publications. This holds true as well for our billboard message on Interstate 39 south of Mendota, touting the opening of the Peoria Riverfront Museum and Caterpillar Visitors Center.

Our Tourism department also witnessed change this year with a realignment of responsibilities. This office not only deals with our leisure visitors, but with reviving our motor coach business and seeking out Military groups and reunions as well.

A new Membership Manager joined the Bureau at the end of August and picked up the reins right away. We continue to see an aggressive increase in membership, as well as in Visitor Guide ads, with more and more business owners and executives joining our ranks as they see the benefits of marketing to the visitor. Barriers to growth continue to be a lack of understanding of what we can do for a business versus what a chamber

MARKET OVERVIEW - 2012 YEAR IN REVIEW

does for them. There is often a obvious misunderstanding of our economic value to a business, but persistence continues to pay off.

We have taken a close and look at sales tradeshows and appointment meetings and have sought out opportunities to extend our contact with meeting planners at these shows. We have already implemented some of these opportunities, resulting in more touches with our clients – hosting hospitality suites and dinners with meeting planners, procuring meeting sponsorships and program advertising -whatever it is we can do to make the most of the opportunity.

A good example is our participation at the Small Market Meetings conference in Jacksonville this fall. We negotiated the lunch sponsorship at half the “regular” rate, and this sponsorship also made us the luncheon speakers, with a half hour of time in front of 130 meeting planners. It also included a tradeshow booth with free registration for another person, and participation in a 90-second “elevator pitch” competition which the creative Peoria team won handily. By that time, everyone at the meeting knew who and what Peoria was!

The ultimate reason for this success however, was teamwork. Staff members worked together to get this done in a very short window of time, confirming that the band really IS getting back together.

The band’s next performance was the bid presentation for the Lutheran Women’s Missionary League bi-annual convention in 2019. This time band members included not only the PACVB staff but also the Peoria Civic Center, the Sheraton Four Points, The Embassy Suites and the Marriott, plus a Pastor from Trinity Lutheran Church. Working as a group, the band played their hearts out with a very well planned presentation which included a personalized video to the Lutheran Women, taped messages from Congressman Schock, Mayor Ardis and Mayor Mingus, and presentations by each member of the group. What a great group effort! And the Lutheran Women loved it!

We also tried to be very inclusive of all our partners – members, hotels, Civic Center attractions and sports facilities – as we started to develop our goals for next year. We held two sessions of SWOT meetings (Strengths, Weaknesses, Opportunities and Threats) to get ideas, suggestions and comments from our partners. The group then identified our top priorities in each area and the PACVB staff incorporated them into their S.M.A.R.T. goals for 2013. These priorities and goals were then incorporated into the 2013 Sales & Marketing Plan and the 2013 budget.

We have also tried to educate our stakeholders on the benefits and economic impact they receive from the PACVB with semi-annual meetings and reporting to the mayors and leadership in Peoria, East Peoria, Morton, Washington and Pekin. We also include the attendance and economic impact figures to our convention and event press releases as well.

In addition, our 2013 mission within the PACVB will include several other key initiatives including redesigning our website, internal and external education, innovation in all things marketing, selection of our target markets, a new display unit, meeting planner’s guide, coupon books and continued inclusive bid presentations.

You can expect to see the PACVB take a more prominent role in the communities we serve, promote our successes across multiple media channels, create thoughtful, innovative marketing campaigns that showcase the Peoria area brand, continue to aggressively bring about increased visitor spending to our area through relationship-based selling techniques, as well as build upon our achievements from 2012.

2012 MARKET ANALYSIS (SWOT)

After holding collaborative SWOT (strengths, weaknesses, opportunities, threats) meetings with our members, stakeholders, and board members, we were able to take an analytical view of the Peoria Area and the PACVB to develop a SWOT analysis for the PACVB. The end purpose of this exercise was to strengthen our mission of attracting and selling the Peoria area to convention meeting planners, sporting events, motor coach groups, and the leisure tourist. There are many positive developments that have enhanced and differentiated the Peoria Area over the past year. With the remodeling and development of the new Pere Marquette Marriott project, the Caterpillar Visitors Center, the Peoria Riverfront Museum, and the East Peoria downtown development project which includes the addition of another full service hotel and retail shopping district, we have many new and exciting things to promote and to use to attract our targeted segments.

Sales SWOT

October 15, 2012

To help define our goals for 2013, a SWOT session for Convention and Sport Sales was held at the Embassy Suites on October 15. Staff, Board Members and representatives of our hotel partners and sports venues were solicited for their input on the Bureau's strengths, weaknesses, opportunities and threats.

Responses were solicited from the group and recorded for each segment. Brainstorming was encouraged, with a free flow of ideas and comments to be analyzed later. Responses were then grouped by topic; 4 or 5 of these responses the group felt the most important were then selected to address. Action items and comments follow each.

STRENGTHS – SALES

1. FREE SERVICES TO PLANNERS

- Nametags (possible annual sponsor?), welcome bags, hostesses, media outreach/coverage, pre-mailers?
- What else can we offer that would be useful to planners that other cities do not?
Transportation?
- Post surveys? By E-mail? Auto generated? Survey Monkey?

2. EXPERTISE IN THE AREA

- PACVB personnel should be the experts in the area
- Numerous, top-quality meeting/event venues in the area
- Take our knowledge and educate hotel partners and attractions so they can help us in promoting the area

2012 MARKET ANALYSIS (SWOT)

STRENGTHS – SALES

3. NEW ATTRACTIONS

- Improved and new product, with several new attractions for the area: Peoria Riverfront Museum, Caterpillar Visitors Center, new East Peoria Downtown
- Develop pre- and post- side trips, options?
- Could develop coupon book to promote attractions, restaurants, etc. with discount.
- Can we partner better?

4. NEW AND IMPROVED HOTELS, CIVIC CENTER

- We can offer newly renovated hotel and new hotel with connecting skywalk to the PCC in the Pere Marquette Marriott/Courtyard project
- Renovated Sheraton Four Points and Staybridge
- New full service Holiday Inn with restaurant in East Peoria
- Variety of hotel product

5. MAINTAINING AND GROWING THE TOURISM RESERVE FUND (TRF)

- Attractive TRF program helps entice meeting planners and events organizers
- Need to maintain and grow the program to maintain solvent CVB
- Use and refine the return on investment and economic impact formula

6. SALES FORCE

- New blood, new ideas
- Dedicated staff
- Teamwork
- Access to medical community, Caterpillar and corporate members

WEAKNESSES – SALES

1. LOSS OF TEAMWORK

- Staff and leadership turnover, now fully staffed?
- Need to re-evaluate/review current sales staff levels? Sales assistant? Prospector?
- Previous poor cooperation between PACVB and PCC
- Better collaboration cross-selling between hotels and PCC
- Funding relationship with City of East Peoria

2012 MARKET ANALYSIS (SWOT)

WEAKNESSES – SALES

2. NO QUALITY OFFERINGS IN DOWNTOWN PEORIA

- While we are improving, we still have a deficit of quality hotels with superior customer service
- Scattered hotel product, making it difficult to secure large room blocks convenient to PCC
- Lack of quality restaurants, retail, family-friendly activities and nightlife in downtown Peoria
- Someone needs to champion this cause with city of Peoria
- Become involved in Destination Development

3. DEFINING OUR COMPETITORS

- Who are they? Refer to previous studies?
- PACVB to drive research
- Have consultant do this – maybe Bradley Business School?
- Separate sports and convention studies

4. LACK OF FOCUSED/DEFINED SALES AND MARKETING PLAN

- No plan for additional room nights coming into the market
- Gap in leadership – no sales and marketing plan for 2012
- Better understanding of what the hotels' stay and need patterns are

5. LACK OF FAM TRIPS

- Need to organize again now that we have full sales staff
- Coordinate with PCC and hotels
- Themed?
- Pay for flight/transportation/gas, accommodations

6. OUTDATED TECHNOLOGY INTERNALLY AT THE PACVB

- Website needs redesign
- Server slow
- Need onsite training on CRM system

7. SALES TRAINING

- New and seasoned sales people need training
- DAMI/Sales academy, MPI, Dale Carnegie, CMP certification

8. PROSPECTING TOOLS

- Knowland Group, empowerMINT
- Targeted cities, segments

2012 MARKET ANALYSIS (SWOT)

WEAKNESSES – SALES

9. LACK OF UNDERSTANDING WHY A PIECE OF BUSINESS WAS LOST

- Why was business lost?
- Where did it go?
- What can we do next time to “sweeten the pot”?

OPPORTUNITIES – SALES

1. REDESIGN WEBSITE

- Better communication to our clients
- User friendly
- Expanded information, sections for members and meeting planners

2. MARKET IN OUR COMMUNITY TO GAIN HELP IN BRINGING IN CLIENTS, MEETINGS

- Work references from members, their organizations and associations – utilize current relationships, nurture and grow new ones
- Get PACVB Board more involved in advocacy to their groups and connections
- Ambassador-type program?
- Leverage Caterpillar, Medical, IT, Retail, International, other communities and other market segments to work local connections

3. NEED A ‘HOOK’

- Something special about the Peoria area, that no other place can deliver
- Possibly develop Peoria Passport program?

4. GAIN A BETTER UNDERSTANDING OF WHY A PIECE OF BUSINESS WAS LOST

- What can we do to get them next time?
- Need stats from CRM
- Lost Business Report possible? Select reason from list, comments
- Send Lost Business Report to Hotels?

5. IDENTIFY CONVENTIONS IN COMPETITIVE CITIES AND SOLICIT THEM

- Define and list competitive cities
- Determine those to target with marketing, sales efforts

2012 MARKET ANALYSIS (SWOT)

OPPORTUNITIES – SALES

6. REPAIR RELATIONSHIP WITH CLIENTS WHO WERE DISPLACED WITH THE PERE CLOSING

- Identify those groups displaced from the Pere and where they went
- For returning groups, make sure there is continual communication on status of the Marriott project.
- Identify those lost business groups
- Make sure we have contacted them to bid on getting them back once Marriott project is complete.
- There was a list from Julie Shoopman at the Pere before it closed.

THREATS – SALES

1. INCREASE IN HOTEL SPACE WITHOUT AN INCREASE IN DEMAND

- Plan for when Marriott, other new hotels open
- Short term - Fill gaps in hotel stay patterns

2. QUALITY OF PRODUCT

- Quality of PCC and hotel product and service declines

3. CONTINUED PAROCHIALISM BETWEEN PEORIA AND EAST PEORIA

- Need to be able to work together as a community effort

4. OUTCOMES OF ELECTIONS

- New leadership may have different views of roll of PACVB
- Changes to TRF and funding

5. COMPETITORS GIVING AWAY FREE SPACE – WILL THIS CONTINUE?

- Trend seems to be continuing and growing
- Need to revisit our “Perfect Fit” Marketing plan, with FREE meeting space and other enticements for meeting planners
- Every bid should include that something extra, hook, offering etc. that makes us stand out

6. TECHNOLOGY

- Changing quickly
- Need to keep up or be left behind

2012 MARKET ANALYSIS (SWOT)

Tourism/Membership SWOT

October 22, 2012

To help define our goals for 2013, a SWOT session for Tourism/Membership was held at the Peoria Civic Center on October 22. Staff, Board Members and Representatives of the PACVB tourism membership were solicited for their input on the Bureau's strengths, weaknesses, opportunities and threats.

Responses were solicited from the group and recorded for each segment. Brainstorming was encouraged, with a free flow of ideas and comments to be analyzed later. Responses were then grouped by topic; 4 or 5 of these responses the group felt the most important were then selected to address. Action items and comments follow each.

STRENGTHS – TOURISM/MEMBERSHIP

1. THE VARIETY OF VENUES/ATTRACTIONS

- The Peoria Area has a little bit of everything – Riverboat, Caterpillar, Riverfront Museum, river, parks, nature, sports, wineries, shopping, Par-a-Dice, etc.
- Develop itineraries and packaging for groups - Include these with our bids, use as a hook
- Promote though Peoria Passport and/or Coupon Book

2. GOOD COLLABORATION BETWEEN ATTRACTIONS AND VENUES

- Need to be in communication on a regular basis for these larger attractions and venues
- Share information with hotels and vice versa

3. STRONG CORPORATE AND GROWING MEDICAL COMMUNITY

- Promote the Downtown Medical District – Methodist, OSF, Children's Hospital, U of IL School of Medicine, Jump Trading Center - 1000 hospital beds within 9 block area
- Behind the scenes tours /Family House/Jump Trading Center, College of Medicine
- Visitor guides at hospitals, Family House, Jump Trading Center
- Try to get Proctor on board with membership
- Karyn working with Peoria Medical Society to become a liaison for 62 medical associations

4. 10 DIRECT FLIGHT CITIES

- Market/advertise to selection of these 10 direct flight cities –Atlanta, Chicago, Dallas/Ft. Worth, Denver, Detroit, Las Vegas, Minneapolis, Phoenix, Punta Gorda, Tampa/St. Pete
- Target Associations and Corporations in those markets (Sales)
- Could use Peoria Passport, Free Meeting Space (A Perfect Fit), or other marketing device as hook

2012 MARKET ANALYSIS (SWOT)

WEAKNESSES – TOURISM/MEMBERSHIP

1. NEED TO STRENGTHEN OUR BRANDING EFFORTS

- Peoria Area – name not representative of the area
- Use EnjoyPeoria.com

2. TURN-OVER OF STAFF

- Hopefully fixed now that PACVB is fully staffed with plans to remain fully staffed.

3. TOURISM PROSPECTING NEEDS TO BE FOCUSED

- Reach out to 10 direct flight cities; coordinate with Sales
- Need to package various/themed itineraries
- Take advantage of tourists coming here and give them other options, side trips.

4. LACK OF UNDERSTANDING OF WHAT THE PACVB CAN OFFER MEMBERS

- Confusion on what Chamber and Bureau do and can offer
- Lack of focused education for members
- New member orientation and education needs to inform members how to use our resources to benefit them
 - o Website area for new member orientation
 - o Recorded tutorial

5. LACK OF COOPERATION BETWEEN THE HOTELS AND ATTRACTIONS

- When we know there are hot spots try to mediate and help them develop a relationship
- Utilize convention resume with monthly listings of conventions for our members

6. TRANSPARENCY OF COMMUNICATION

- Doing informational press releases/e-blasts for members.
- Show the members how we spotlight them on the website and social media
- E-mail overload, can use alternative means – direct mail, letters to members, important to put information in their hands

OPPORTUNITIES – TOURISM/MEMBERSHIP

1. GET MORE POSITIVES ON PJSTAR.COM, MEDIA COVERAGE

- Be more selective on press releases – overload/cannot send too many
- Get press releases out sooner
- Create press releases in a way that they can copy and paste
- Follow up with writers by phone
- Work on relationships with media

2012 MARKET ANALYSIS (SWOT)

OPPORTUNITIES – TOURISM/MEMBERSHIP

2. EXPERIENCE INSTITUTE

- Front Desk/ Frontline program – should someone at PACVB become certified tourism ambassador? Facilitator?
- Work with HOIHA or IHCA
- Make it a city wide initiative - become the “Friendliest City”
- Mickey Schaeffer The Experience Institute, etc.

3. REDO WEBSITE TO MAKE IT MORE USER FRIENDLY

- PR plan of action
- It is our main source of marketing, but we need to be sensitive when approaching

4. DEVELOP PACVB STAFF

- Training opportunities
 - Sales academy/DMAI shirtsleeves – sales skills
 - ICCVB
 - Governor’s Conference
 - Negotiating skills
 - Individual training goals for staff

5. BRING SPORTING VENUES AND PARK DISTRICTS TOGETHER TO BRING IN BUSINESS

6. REVAMP THE SPORTS COMMISSION

THREATS – TOURISM/MEMBERSHIP

1. LOW PERCEPTION OF WHAT WE DO AND HOW WELL WE DO IT

- Funding from multiple government sources, changing amounts
- Better proportionate funding
- State of economy
- Better communication of ROI
 - Laminated cards for quick information
- Staff involved in community organizations
- Speakers Bureau – Don, Lelonie, Kaci, Sue, Karyn

2. COMPLACENCY

- Not thinking outside the box
- Not adapting to change

2012 MARKET ANALYSIS (SWOT)

THREATS – TOURISM/MEMBERSHIP

3. YOUNGER GENERATION NOT BEING INVOLVED

- Loss of volunteer base
- Gen Y
- Not involving the YPO
- Failure to market to multi-generational audience
- Survey members - What would you like to see different with the website/Visitors Guide/etc

VISION FOR THE PACVB IN 2013

The vision for the PACVB in 2013 is... To earn and ultimately gain the appreciation, recognition, understanding, trust, admiration and total support of our clients, prospects, partners, stakeholders and area residents as a result of the valuable services we provide and the economic impact and quality of life we deliver to the Peoria area throughout the year.

While we realize that we will need to continually deliver results to the communities we serve, as well as strengthen our advocacy efforts, the long term deliverable is that we will gain a stronger presence not only in the Peoria area but among the clients and markets we serve.

We will accomplish this vision through the following tactics and strategies...

- A strong relationship-focused one-to-one personal sales effort with our sales team and those of our partners focused on customer-centric initiatives. Working together as a team the customer will be king in Peoria.
- A creatively driven marketing organization that not only incorporates innovative interactions with our customers, stakeholders and partners, but also utilizes appropriate technology and all contact avenues (print, broadcast, electronic, social, viral, etc.) to provide relevant messages to all our audiences. Marketing will drive our operation.
- We are the initiators, leaders and promoters of a multi-platform customer service driven culture within the Peoria Area hospitality industry.
- We will develop, lead and encourage all of our partners to provide a superior customer experience by providing more than they asked for, as well as offering unique, extraordinary client services for memorable meetings in the Peoria area.
- We will engage our local stakeholders, partners, residents and influencers in all appropriate PACVB events and activities where they may interact with us and understand what we do for the local markets.
- We will be extremely aggressive and innovative in our external communications effort to showcase the PACVB and Peoria area throughout local, regional, trade and appropriate national media in an effort to dispel preconceived thinking.
- We will train our team and provide appropriate educational and growth opportunities so that our staff can improve their skill sets.
- We will continue to educate and motivate our board members and stakeholders to take an active role in all of our events and help us accomplish our goals, as well as become area ambassadors for our cause.
- We will strengthen the relationships and esprit d'corps with our partners to serve as ambassadors for our efforts and embrace regional tourism, while also developing external strategic alliances to enable us to not only develop more business, but gain exposure to additional markets and prospects.
- To increase – and sustain - funding of the PACVB from all partner cities, towns and counties in our service area and develop a strong understanding of our strategic plan so that we can count on their consistent (annual) support.
- To develop a mutual collaborative spirit and working relationship with our partners and stakeholders so they look to us for our knowledge, wisdom and destination marketing guidance.
- To work with our partners, stakeholders and area businesses to support and sustain a visitor based economy throughout the Peoria area.
- To work to let others know and understand the value and economic impact of visitors and the benefits our communities receive from them.

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

The 2013 Business Plan for the Sales Department has been created in part from the S.M.A.R.T. goals each sales person has developed in response to the results of the Sales SWOT held with staff, board members and sports and hotel partners. Emphasis has been placed on incorporating those items that the SWOT group felt the most important into the sales plan for 2013 and on conventions that use the Peoria Civic Center and multiple hotels.

Objective: To produce 288 qualified leads by the PACVB Sales Department by December 31, 2013.

Break Down

Market Segment

	Leads
Government, Religious, Association	84 leads
Corporate, Medical, Educational	84 leads
Sports	100 leads
Military	20 leads

Strategy #1

Putting into place several criteria for each sales person to accomplish on a monthly basis:

Tactics

- 2 Member Hotel Visits
- 10 Outside Sales calls
- 200 Prospecting and Maintenance calls
- 2 Site Visits
- 2 Industry/Community Events

Strategy #2

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

Tactics

- Plan and conduct Sales Blitzes with partner hotels and Peoria Civic Center to targeted cities 2 times per year
- Plan and conduct FAM visits to the Peoria Area with partner hotels and Peoria Civic Center 2 times per year

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

Dates	Tradeshow	Attendees
January 5-9	ABA Marketplace 2013	Kaci
January 13-16	PCMA Annual: Convening Leaders	Susan
January 15-18	The Special Events Show	Bobbi
January 23-25	Diversity Summit	Susan
January 29	ISAE Annual Convention	Bobbi, Sue
February 5-7	Bank Travel Conference	Kaci
March 11-14	Experient EnVision	Bobbi
March 14	DMAI Destination Showcase DC	Susan
April 11	Group Leaders of America (GLAMER)	Kaci
May 14-16	Assoc. Chief Execs. for Sports (ACES)	Mike
May 22-24	SGMP Conference	Susan
June	Sports Huddle	Mike
June 13-15	COLLABORATE	Bobbi
June 22-25	HCEA Annual Meeting	Bobbi, Susan or Sue
July	ISAE Summer Session	Susan, Sue, Bobbi
July 15-17	DMAI Annual Convention	Don, Sue, Gail
August 7-9	Reunion Friendly Network	Kaci
August 22-24	CONNECT	Bobbi
October 6-8	Small Market Meetings	Bobbi
October 28-30	REJUVENATE	Susan
November 21-23	Nurses Org Alliance Fall Summit	Bobbi
December 19	Assoc. Forum Holiday Showcase	Susan
December	MPI-CAC Holiday Party	

Objective: Create an incentive and bonus program for sales people to exceed their goals and to promote larger conventions utilizing the Peoria Civic Center and multiple hotels.

Tactics

- For each new Definite Contract employing 32,000 sq. ft of Peoria Civic Center space and 300 hotel rooms peak night or 900 rooms total, a bonus would be paid as follows:
 - o First definite qualified contract - 5%
 - o Second definite qualified contract - 10%
 - o Each subsequent qualified contract - 10%

(New business is defined as a group that has not met in Peoria before, or has not met in Peoria within the past 3 years)

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

- Definite repeat business contract - \$50 for 50-200 rooms; \$100 for 200+ rooms
(Repeat business is defined as a group that has met in Peoria in the past 3 years, or is in a regular rotation)
- Total Leads exceed goal - 5%
- 50% of total leads are new business - 5%

Objective: Investigate, create and/or acquire the tools that our sales people need to succeed in meeting their goals

Tactics

- Create and implement a standard bid packet template for each sales person to be able to customize and use by Jan 31
- Hire a part time sales assistant that would help in prospecting, research prospective appointments at tradeshow, and assist in follow-up and bid packet preparation; by Jan 31
- Work with Marketing on new sales video – on going
- Work with Marketing on new tradeshow displays, by next trade show date, 1st Quarter
- Work with Marketing on Meeting Planner Guide. Print by end of 1st Quarter.
- Work with Membership on Ambassador-type program to generate leads from local contacts, and members, 2nd quarter
- Organize, facilitate and participate with PCC and hotel partners on joint bid presentations for our larger groups when possible
- Renew our subscription with a convention & meeting prospecting service such as the Knowland Group, Jan 31
- Investigate and procure a source for sports prospecting, 1st Quarter
- Develop employees' skills through educational and training programs

Dates

Training

Attendees

January 11 – 13	Event Services Professional Assoc.	Travis, Kim
February 27-March 1	Governor's Conference on Tourism	Kaci, Sue, Susan, Lelonie, Gail, Don
March 11-13	DMAI Sales Academy I & II	
March 13-15	DMAI CMO Summit	Sue
May 19-22	Certified Gov't. Meeting Professional	Susan
October	ICCVB F&A, Market IL, Meet in IL, Sports in IL, Tour IL, CEO	Staff
December	DMAI Convention Sales Shirtsleeves	Bobbi, Susan, Sue & Don

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

Objective: Develop a system for capturing sports and event room pickups.

Tactics

- Work with Sports Sales and Sport Services on developing a method to capture room pickups for sporting events by end of February and before IHSA Basketball Tournament.
- Tie to TRF payout if possible; let event planner know upfront at time of TRF application
- Develop registration packet pick-up survey if no TRF is involved.

Objective: To improve and increase the quantity and quality of the PACVB client services offered by February 15

Tactics

- Develop a Sports Client Survey by end of IHSA in March and send to each sports event held in Peoria Area
- Develop a Convention Client Survey and send for each event held in Peoria Area by end of 1st Quarter
- Follow-up with clients to get 75% rate of return by end of the year on surveys sent
- Prepare a revised Convention services manual, including additional relevant client services offerings and hotel product.

Susan Wilks

Senior Sales Manager
S.M.A.R.T Goals for 2013

- 1. Create, maintain and update Top 10 Account List**
- 2. Visit a minimum of 2 member hotels per month** including a tour of the property, scheduled with Sales Manager
- 3. Attend a minimum of 2 Industry/Community Events per month**, examples: Chamber After Hours, ISAE Luncheons, SGMP
- 4. Plan and execute 2 feeder city Sales Blitzs** including Hotel Member Support, 2nd Quarter (April) and 3rd Quarter (September), possible cities include Chicago, St. Louis and Indianapolis
- 5. Take the appropriate classes to study the CGMP** (Certified Government Meeting Professional) a good mix of general meeting information and government meeting information, and take the final exam: * May 19-22, 2013 \$595.00 includes all material and the final exam. Course is combined with SGMP Annual Meeting and Tradeshow May 22-24, 2013

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

Susan Wilks

Senior Sales Manager
S.M.A.R.T Goals for 2013

- 6. Community involvement** with the Peoria Citizens Committee for Economic Opportunity, American Red Cross Peoria, St. Jude or Peoria Promise are examples of organizations I would like to join; select one and become a volunteer with a goal of becoming a board member
- 7. 22 leads per quarter (1/2 New leads), 50 calls per week, 10 outside calls per month, 2 site visits per month**
- 8. Become a member of PCMA, Association Forum, SGMP, RCMA, ASAE and ISAE**
- 9. Plan sales calls in target and focused markets for Association and Government...**Chicago, Springfield and DC. Try to plan around trade shows for most ROI
- 10. Tradeshows:** PCMA (education and networking), Holiday Showcase (education and networking, take a client to dinner or host an invitation only group dinner for qualified clients combine trip with sales calls), SGMP (tradeshow, education & networking), Diversity Summit (education & networking), Destination Showcase D.C. (tradeshow, education & networking)
- 11. Develop, update and streamline tools for the Sales Team** by developing tradeshow checklists and Client Qualifying Sheet for the sales department.

Bobbi Robison

Convention Sales Manager
S.M.A.R.T Goals for 2013

- 1. Exceed personal lead goal each quarter** by doing monthly maintenance and prospecting calls (200/month) and attending tradeshows specific to my market segments.
- 2. Develop skills that are pertinent to my position** and the industry and expand my knowledge of the Peoria area by attending 2 training conferences/seminars (Ex: MPI membership, The Special Event Show sessions) within the year and visiting with 2 hotel members per month.
- 3. Obtain 84 leads by the end of the year with 42 coming from new business and 20% generated from the Medical Market.** I will achieve this by utilizing local contacts, communicating with repeat and potential clients, and arranging 2 site visits per month.
- 4. Become more involved within the community** by continuing my membership with YPO and the Susan G. Komen Foundation and attending a minimum of 1 event per month.
- 5. Become more involved within the hospitality industry** by continuing my commitment to the Winterfest Committee, joining another industry committee (Ex: ISAE Special Events Committee), and by attending 1 event/meeting per month.
- 6. Increase face time with clients** by going on a minimum of 10 outside sales calls (Springfield clients, Bloomington clients, etc.) per month and 2 sales blitz per year.

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

Kaci Osborne

Sales, Military Segment
S.M.A.R.T Goals for 2013

1. To secure 20 strong leads for military reunions, trainings, and conferences to be held in the Peoria Area.

- Contact 100 relevant military groups. (By 12/20/13)
 - Contact a minimum of 2 military groups a week to meet this goal.
 - Reach out to local VFW halls, Amvets, and attend military reunions.
 - Create memorable welcomes for all overnight coach visits
- Attend Reunion Friendly Network Meeting in Nashville, TN (8/7/13)
 - Prepare new printed profile sheet highlighting the new experiential itineraries and unique visitor opportunities developed for 2013
 - Create unique strategy to showcase and raise awareness of the Peoria region while attending tradeshows. Showcase our veteran memorials and Medal of Honor recipient.

2. Select Accounts to Target through tradeshows and prospecting

Mike Smith

Sports Sales Manager
S.M.A.R.T Goals for 2013

1. Plan and conduct 2 sports specific sales blitzes

- The first would take place in Colorado Springs in June and the second in Indianapolis in October
- Colorado Springs Organizations:
 - American Birding Association, Inc
 - National Congress of State Games
 - National Junior College Athletic Association
 - National Little Britches Rodeo Association
 - National Strength & Conditioning Association
 - Professional Rodeo Cowboys Association
 - Rocky Mountain Athletic Conference
 - U.S. Association of Blind Athletes
 - U.S. Bobsled and Skeleton Federation
 - U.S. Fencing
 - U.S. Figure Skating Association
 - U.S. Hang Gliding Association, Inc
 - U.S. Judo Association
 - U.S. Olympic Committee

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

Mike Smith

Sports Sales Manager
S.M.A.R.T Goals for 2013

- o U.S. Olympic Foundation
- o USA Archery
- o USA Badminton
- o USA Basketball
- o USA Boxing
- o USA Cycling, Inc.
- o USA Field Hockey
- o USA Hockey
- o USA Judo
- o USA National Karate-Do Federation
- o USA Racquetball
- o USA Shooting
- o USA Swimming
- o USA Table Tennis
- o USA Taekwondo
- o USA Triathlon
- o USA Volleyball
- o USA Weightlifting
- o USA Wrestling
- o Women's Professional Rodeo Association
- Indianapolis organizations:
 - o American College of Sports Medicine
 - o Black Coaches Association
 - o International Institute of Sport, Science and Medicine
 - o Horizon League (formerly Midwestern Collegiate Conference)
 - o National Association of Governors' Councils on Physical Fitness & Sports
 - o National Collegiate Athletic Association (NCAA)
 - o National Federation of State High School Associations
 - o National Institute for Fitness & Sport
 - o USA Gymnastics
 - o USA Track & Field
 - o U.S. Diving, Inc.
 - o U.S. Rowing Association
 - o U.S. Synchronized Swimming

2. Visit key client's headquarters not in either of the above-mentioned cities. One visit to an organizational headquarters every quarter.

- Headquarters to be selected from key client list (ie, USSSA, Premier Girls Fastpitch, USA Sports not located in Colorado Springs, etc).

3. Meet with two different area sporting venues every month.

- This will help with communication with venues as well as develop relationships with new venues that may arise

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

Mike Smith

Sports Sales Manager
S.M.A.R.T Goals for 2013

4. Meet with two different local sports organizations per month

- Support from local organizations is vital to the continued success of sports events in our area
- Some local groups want to host their own events but don't know how to get them off the ground and also do not know that we can help for free.

5. Continually analyze previous lost business and discover key reasons for their decision

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

6. Meet with two hoteliers each month

- This can be done in conjunction with the other sales people from our office to increase efficiency

7. Attend two community events of my choice per month

- These events will likely be associated with the community organization to which I will belong

8. Two site visits with clients per month

9. With the help of the Sports Services Manager, develop a mechanism to better capture room nights for sporting events by end of February before March IHSA tournament

Travis Harper

Sports Services Manager
S.M.A.R.T Goals for 2013

1. **Create a new, more effective post event sports questionnaire** by January 14th that will be given to each event I work with, to answer what I did right, what more needs to be done and other ideas that can provide to make our PACVB services more beneficial to them.
2. **Obtain a 80% rate of returned of post event sports questionnaires** which I will do by following up with two e-mails (one each week after the event takes place) and if by that time I have not received their questionnaire I will call and personally ask for their completed questionnaire.
3. **I will communicate with event directors** one time each month prior to their event and then every week of the month their event is set to take place to make sure I have every aspect covered that they could need assistance with.

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

Travis Harper

Sports Services Manager
S.M.A.R.T Goals for 2013

- 4. I will use information from the DMAI presentation on finding better, effective ways to obtain hotel pick-ups for sporting events** to collect better, accurate information. Taking their helpful hints and then working along with event planners and hoteliers will be essential to collecting the pick-ups. Tie room pickups to TRF disbursement.
- 5. Build up a loyal volunteer base of ten volunteers** by July 1st using an incentive program, such as an end of the year party, to effectively keep these volunteers motivated and willing to help. I will reach out to Bradley University and Illinois Central College programs that make sense (such as hospitality and sports communication classes to see if I can find some from those options).
- 6. I will attend two services conferences/conventions/webinars** within the year to better my servicing skills and obtain knowledge from fellow service individuals in the hospitality industry and practice their effective habits within my job. A couple options for conferences to attend:
 - Event Service Professional Association 2013 Annual Conference (January 11-13) (\$600.00 for memberships and then the registration fee for the conference ?)
 - Midwest Destination Servicing Professionals (about three meetings throughout the year at a Midwest CVB, pricing would be gas to travel to the meetings)
- 7. Successfully organize and put on a new event in the first quarter of 2013 to raise money for the Peoria Area Sports Commission.** This event will allow the PACVB to have funds to bid on events we feel would thrive in the Peoria Area.
- 8. Along with my larger sports clients, I will put together gifts for event planners coming into the area** to show how above and beyond the PACVB will go to for events to have a great experience in our area.
- 9. I will continue being a good ambassador for the PACVB throughout the community.** I will accomplish that by continuing to be an active member of the East Peoria Chamber of Commerce as well as joining the Peoria Young Professionals Organization (\$40.00 for membership). I will also look into taking part in the East Peoria Chamber's Leadership school.

Kim McKune

Convention Services Manager
S.M.A.R.T Goals for 2013

- 1. Re-vamp details on the convention questionnaire** within the first quarter to get more viable client feedback.
- 2. Follow up with clients by phone call or email to get 75% of the questionnaires sent out for the year** back to see what I need to improve on or keep doing.

PACVB SALES

2013 STRATEGIC BUSINESS PLAN

Kim McKune

Convention Services Manager
S.M.A.R.T Goals for 2013

3. **Become a member of the Event Service Professionals Association** with a fee of \$600.00 yearly, so I can attend future conventions as well as take part in the Midwest Destination Servicing Professionals group and look into hosting a meeting in 2013.
4. **Explore the housing program** to understand all of its benefits as well as researching and participating in webinars for Passkey and Meeting Max within the first quarter for 2014.
5. **Get to know all of our hostesses** through meeting with them at conventions, bi-annual parties or communicating with them via email or phone call. Also, discuss with Claudia about obtaining more hostesses through retirement homes such as Lutheran Hillside and Independent Village.
6. **Build relationships with clients** by keeping in contact via emails, phone calls, appointments and site visits to inform them of what is happening in Peoria all year long as well as building relationships with members and hotels by visiting them on a quarterly basis.
7. **Provide housing for groups** that request it any time of the year.
8. **Collaborate with Adam in creating a new convention services sheet** within the first two months of 2013.
9. **Join the Young Professionals Organization** of Greater Peoria for \$40.00 for the first year.
10. **Look into attending a leadership school program** such as the East Peoria Chamber of Commerce Leadership School in 2013.

PACVB MARKETING

2013 STRATEGIC BUSINESS PLAN

The 2013 Business Plan for the Marketing Department has been created in part from the S.M.A.R.T. goals each marketing person has developed in response to the results of the two SWOTs held with staff, board members, hotel partners, sports and attractions. Emphasis has been placed on incorporating those items that the SWOT groups felt the most important into the marketing plan for 2013. Consideration has also been given to marketing needs from other departments as outlined in their respective goals.

Objective: Work with eventual website vendor to redesign and upgrade the PACVB's website.

Tactics

- Research and evaluate other CVB websites and how they enhance end-user experience
- Review mock-ups of several designs and graphic elements
- Work with our eventual vendor on the overall website redesign and upgrade process to ensure a more user-friendly website for the Peoria Area
- Create a more usable online Visitor's Guide
- Investigate options to convert into mobile app
- Work towards going live by October 1

Objective: Identify and research the possibility of marketing to the Peoria International Airport's direct flight destinations and our competitive set of destinations.

Tactics

Research current travel pattern and past comp sets to get a better idea of what markets to target first – Las Vegas, Phoenix/Mesa, Punta Gorda, Tampa/St. Petersburg, Dallas/Ft. Worth, Atlanta, Detroit, Minneapolis, Denver, Chicago

- Research affordable marketing options – from flight magazines, to airport signs to destinations' media outlets
- Coordinate with CVB sales team's targeted markets
- Work with HOIHA and Bradley University's Hospitality school and economic indicator research team (Bernie Goitein and Bob Scott) to assist in defining competitive comp set.
- Report on feasibility and costs by June 30

PACVB MARKETING 2013 STRATEGIC BUSINESS PLAN

Objective: Work with Sales to produce new video for sales and bid presentations.

Tactics

- Use the Lutheran Women video as a base and determine what still and video shots we need to replace with new video
- Write scripts for both generic and specific group use.
- Coordinate with video footage needed to update television commercials.
- Make first generic edit by end of January; other customized versions are a continuing process

Objective: Develop a PR strategy with local media to get more positive press coverage for the PACVB and our stakeholders.

Tactics

- Develop and refine current system for distributing press releases, e-mail blasts, social media, travel story submissions and local coverage for various events. Adjust and update distribution lists on an ongoing basis.
- Work on developing a better relationship with local media.
- Write stories and submit ideas to the media for coverage: trade magazines, local publications, PJ Star, as well as the various Chamber outlets.

Objective: Work with Sales Dept. to produce “The Perfect Fit- Free Meeting Space” sales and marketing campaign to drive short term group/convention/ sports business to the Civic Center and Peoria Hotels.

Tactics

- Develop the parameters of the “FREE” Meeting Space Campaign, which could include complimentary space at the Civic Center, complimentary shuttles if needed, 5% rebate back to group to offset costs, free site inspection for one planner from the group, room or suite upgrades at headquarters hotel, up to 6 hours registration/hospitality from hostess team, plus a special PACVB welcome for your group at opening session or reception.
- In addition, the Peoria Civic Center and Centerplate might be able to provide a discount off their banquet food purchases within the Civic Center plus a complimentary reception for 50 people on site at the Civic Center or off-site.
- Promote the offer thru our website, web ads, print ads, e-blasts, direct mail and trade magazines.

PACVB MARKETING 2013 STRATEGIC BUSINESS PLAN

Objective: Work with Sales Dept. to produce “The Perfect Fit- Free Meeting Space” sales and marketing campaign to drive short term group/convention/ sports business to the Civic Center and Peoria Hotels.

- Develop a landing page on PACVB website with information on the campaign and a link for RFP submission
- Goal is 20% increase in RFP submissions in groups this size.
- Campaign ready asap, by mid-January if not sooner.
- Submit to TRF Board for approval at December meeting

Objective: Research and purchase new trade booth display for tradeshow.

Tactics

- Research types and costs for variety of display units, keeping in mind ease of transport, shipping, weight and assembly at site.
- Versatility should be considered, so that photos and graphics, etc. could be changed as needed.
- Completion by June

Objective: Work with Membership to develop a discount coupon book to distribute to convention and sports groups.

Tactics

- Research layout and printing costs for 2500 and 5000 copies; 24 pages plus cover. Smaller run at first so we can add additional coupon pages to the book.
- Distribution for conventions through venues and hotels.
- Completion by March

PACVB MARKETING 2013 STRATEGIC BUSINESS PLAN

Objective: Develop ad campaigns for sales, tourism and sports to place in meeting trade journals.

Tactics

- Research publications that best reach the markets we are targeting and have a consistent presence in them; repetition of a consistent message.
- Research what other campaigns other CVB's are currently running.
- Develop several concepts/options per segment to maintain a more consistent look and branding effort by the Peoria Area.
- Have ads ready to roll out by Feb 28

Objective: Create a PACVB blog using this media to tell all the wonderful and weird stories of the Peoria Area. This should create a new and larger audience, and a new way to get our message out.

Tactics

- Decide what point of view we want the blog to have; what type of posts we want to have – stories from around the area? News blurbs? Stories about our members? All?
- Decide how many authors? One or many? Create profiles of authors.
- Choose a name for the blog that is catchy and inviting, and marketable.
- Create logo for the blog and decide on page layout and design style.
- Our Communications Intern, Jessica Miller, will champion this project.
- First Blog post in February.

Lelonie Luft

Marketing Manager
S.M.A.R.T. Goals 2013

- 1. Develop a consistent campaign for Tourism, Group (Motor Coach), Conventions and Sports**
 - Research other CVB and competitive markets to analyze their campaigns.
 - Develop three concept options per segment to develop a more consistent look at branding effort for the Peoria Area.
 - Key players: Lelonie, Adam, Sue for development and then present to Sue, Don and Gail.
 - Completing first rounds of concepts by January 30, 2013 and have a finalized concept by February 28, 2013.

PACVB MARKETING

2013 STRATEGIC BUSINESS PLAN

Lelonie Luft

Marketing Manager
S.M.A.R.T Goals for 2013

2. Create a Marketing Process and Flow chart for consistency with PACVB work development

- Work with Sue and Adam on development of process flows
- Train staff on process and flow for the department and their requests.
- Create or implement a program to help tracking/report/task request for all marketing/design projects.
- Research available programs already available and cost.
- Develop an excel tracking spread sheet or alternative
- Key players: Lelonie, Adam and Sue.
- To be completed by January 5, 2013.

3. Develop a PR Strategy with local media to get positive coverage for PACVB and our Stakeholders.

- Develop and refine current system for press releases, social media, travel story submissions, e-mail blast and local coverage for various events.
- Write stories and submit ideas to the media for coverage. With trade magazines and local business magazines, PJ Star, as well as the various chamber outlets.
- Work on developing a relationship with local media.
- Join any necessary organizations and key networking opportunities to build relationships.
- Audit current distribution lists to ensure accuracy.
- Implement a phone strategy for very important events we have to have coverage on.
- Work with communication intern to implement strategy.
- Utilize Sue's expertise and networking connections.
- Have PR strategy developed by February 28, 2013.
- Key players: Sue, Intern, Lelonie and Adam.
- No completion date with regards to relationship building this should be on going through the whole year with no end date.

4. Establish select target markets for campaign rollout.

- Define top markets such as ten direct flight locations out of Peoria Airport
 - Chicago, Dallas/Ft. Worth, Atlanta, Las Vegas, Punta Gorda, Phoenix, Minneapolis, Tampa/St. Pete, Detroit and Denver.
- Local competitive cities for conventions sales and target markets for leisure campaigns i.e. Bloomington, Springfield, Quad Cities, Rockford, Ft. Wayne, IN; Des Moines, IA; Indianapolis, Madison, WI; Louisville, KY; St. Louis, MO, Chicago Suburbs and any others we discover that might be a competitive city or a leisure market target.

PACVB MARKETING

2013 STRATEGIC BUSINESS PLAN

Lelonie Luft

Marketing Manager
S.M.A.R.T Goals for 2013

- Key players: Sales Team, Adam, Sue and Lelonie.
 - One new campaign per quarter or seasonally depending on targets and segment's needs. I will work with Sales and Tourism to define their peak times for each campaign market rollout.
- 5. Investigate a Peoria Passport Saving/Promotional Program for entire area and/or the interest in creating a restaurant week**
- Research 3rd party companies
 - Define whether we want a credit card type discount program or a punch card program and costs for each.
 - Define who will participate, i.e. hotels, attractions, dining?
 - Key players: Lelonie, Karyn and Kaci.
 - Assessment should be by the summer festival season, May 1, 2013.
- 6. Start update of our commercials and sales videos for the Peoria Area**
- Create a seasonal commercial schedule for Spring/Summer, Fall and Holiday.
 - Develop scripts and key scenes with input from Tourism and Sales on what customers would like to see.
 - Arrange for seasonal and event-oriented video filming, highlighting PCC, area attractions, dining, shopping and theater.
 - Maintain all B-Roll footage rights and have copies in-house.
 - Key players: Lelonie, Sue and Adam.
 - Starting in December of 2012 for Holiday Coverage, completion date in October of 2013.
- 7. Assist with redevelopment of Website.**
- Ensure that we have a consistent marketing look and feel and that the website has ease of use with our end users.
 - Ensure that we have all the layers and components needed for end users.
 - Test and sample various website flows from competitors.
 - Key players: Adam, chosen developer and Lelonie.
 - Completion of website decision by 12/31/12 rollout by end of 3rd quarter 2013.
- 8. Create and develop a campaign for Civic Center and the launch of new hotel rooms.**
- Collaboration with PACVB Sales Team, Marriot and East Peoria Holiday Inn Sales Team and PCC in development of a opening promotion.
 - Develop all marketing materials in-house with collaboration with PCC, Marriott and Holiday Inn, utilizing a pre-teaser segment of the campaign to then roll out full promotional campaign.
 - Rollout plan via e-mail blast, direct mailing, video podcast, social media and direct sales.

PACVB MARKETING

2013 STRATEGIC BUSINESS PLAN

Lelonie Luft

Marketing Manager
S.M.A.R.T Goals for 2013

- Key players: PCC, Marriott, Holiday Inn, Sue, Don, Lelonie and Adam.
- Completion date is by opening date June 1, 2013.

9. Redesign and produce new trade show booths.

- Create multi-functional design trade show booth that best represent the Peoria Area.
- Research and work with Adam on design graphics and photos for a floor and table display.
- Research costs for and work with Adam on graphic and photos for a half table top and half floor display units.
- Key players: Lelonie, Sue and Adam.
- Completion by June 2013.

10. Develop Photo Contest.

- We will have a quarterly contest for a prize for submission of photos.
- Changing the contest theme every couple of months/quarter to create freshness and excitement.
- Complete and finalize Photo Contest rules for legal by December 1.
- Implement via a social media strategy, website widget, Peoria Promoter e-mail blast, Radio PSA spots.
- Key players: Lelonie, Adam and intern.
- Rollout date December 3, 2012.
- Changing theme until end of year 2013.

11. Re-skin and fix the PCC Kiosk in the Triangle Lobby

12. Annual Meeting

- Send out RFP to venues to bid on meeting location.
- Get potential speakers and theme of meeting
- Create agenda and format for annual meeting
- Send e-mail blast for "Save the dates" and "RSVP".
- Create a "Press Release"
- Produce annual meeting reports/presentation.
- Key Player: Lelonie, Adam, Sue and Don.
- To be completed by Feb 2013.

PACVB MARKETING 2013 STRATEGIC BUSINESS PLAN

Lelonie Luft

Marketing Manager
S.M.A.R.T Goals for 2013

13. National Tourism Week Promotion

- Send out RFP to venues to bid on meeting location.
- Get potential speakers and theme of meeting
- Create agenda and format for meeting
- Send e-mail blast for "Save the dates" and "RSVP".
- Create a "Press Release"
- Produce National Tourism Week reports/presentation.
- Key Players: Kaci, Karyn, Lelonie, Adam and Sue.
- To be completed by May 2013.

Adam Gierhart

Graphic Designer & New Media Manager
S.M.A.R.T. Goals for 2013

1. Work towards more consistent marketing campaigns for sports, convention sales, and leisure-tourism (including motorcoach sales).

- Work together with Sue and Lelonie on solidifying a consistent marketing message for each market segment.
- Work on using this consistent message to develop a consistent design/look for each market segment's advertisements.
- Mock-up 3-4 options for the design/look for each market segment campaign and evaluate each option with Sue and Lelonie to determine the best option.
- Work towards developing the campaign option for each campaign in the first half of the year and implement the campaigns in the second half.

PACVB MARKETING 2013 STRATEGIC BUSINESS PLAN

Adam Gierhart

Graphic Designer/New Media Manager
S.M.A.R.T Goals for 2013

2. Continue to grow the PACVB's social media presence and audience.

- Work together with the Communications Intern to enhance the PACVB's Facebook and Twitter pages audience with new and engaging posts and contests.
- Begin to develop a PACVB blog with quality posts possibly once a week.
- Delve deeper into the PACVB Pinterest and YouTube accounts and increase our following with quality and engaging Peoria Area posts/pins and videos.
- Work with Karyn to further develop our LinkedIn account and network to enhance our social media professional network and assist Karyn in Membership Sales
- The focus on this goal will be year-long and measurable through already-established metrics in each social media site

3. Work with Karyn to look into developing and designing a Peoria Area Coupon Book.

- Gather reference material from other CVB's to see what format they are utilizing in their coupon books.
- Based on this research, bid out to our Member printers for quotes on the cost to print various formats/sizes.
- Design the cover spread of the book as well as the coupon template that will be used for each coupon in the book.
- 24 pages +4-page cover spread – Quotes in January 2013, printed by March 1, 2013 (will be dependent on coupons being sold or using grant funds).

4. Create a more usable online Visitors Guide for future Peoria Area Visitors Guide.

- Work with our eventual website vendor in the upgrade to integrate a more usable (not Flash-based like we currently have) online Visitors Guide.
- Research the most efficient (time and cost) means to develop a more usable online Visitors Guide (HTML5, online PDF, etc.)
- Research the possibility of adapting this online Visitors Guide into a mobile app available for download on iTunes or the Android market for mobile devices.
- Will go live when the new website goes live. Mobile app decision will be for future Visitors Guides (2014 and on).

5. Work with our eventual website vendor to redesign and upgrade the PACVB's website.

- Research and evaluate reference material (other CVB's websites) for design and user experience/user interface.
- Mock-up several designs for the new PACVB website pages' graphical elements.
- Work with our eventual vendor on the overall website redesign and upgrade process to ensure a more user-friendly website for the Peoria Area.
- Work towards going live by October 1, 2013.

PACVB MARKETING 2013 STRATEGIC BUSINESS PLAN

Adam Gierhart

Graphic Designer/New Media Manager
S.M.A.R.T Goals for 2013

- 6. Work with Sue and Lelonie to research and explore the possibility of marketing to the Peoria International Airport's non-stop destinations.**
 - Work with Lelonie to research the current travel patterns from the PIA's non-stop destinations in order to have a better idea of which destinations to target first.
 - Work with Lelonie to have a report of the feasibility of this in the first half of the year.
 - If we move ahead with marketing to these destinations, design the marketing collateral that will be used to market all market segments in these destinations.
 - Also look at regional destinations to potentially market in – Quad Cities, Rockford, Springfield (IL), Bloomington, Chicago Suburbs, Indianapolis, Des Moines, Madison, Louisville, St. Louis, Fort Wayne, Grand Rapids
- 7. Work towards becoming more educated with regards to the various roles of my job.**
 - Take part in the available webinars that Simpleview offers.
 - Learn more about SEO in an effort to research if SEO could be done internally by me, rather than externally for \$1000/month (use consultant periodically instead).
 - Explore further educational opportunities that would aid in my development (webinars, workshops, seminars, general research, etc.).
 - This goal will be an on-going, year-long goal
- 8. Join a community organization that both aids in the effort to personally advocate for the PACVB and allows me to network in my field.**
 - Research the available community organizations that focus in social media, marketing, graphic design, or website management and/or design, or YPO
 - Evaluate these available organizations and determine which organization would be the most beneficial to achieve this goal
 - Attend and participate in organizational meetings in an effort to learn more about my field as well as be an advocate for the PACVB
 - Develop a list of potential organizations in January 2013 and make a decision in February 2013
- 9. Organize and update the Marketing folder to make it more efficient as well as updated with newer/better-quality images.**
 - Add meta tags to each file in an effort to make photos more easily found (search by meta tags rather than navigating through hundreds of folders)
 - Work with area photographers, PACVB members, and run photo contests in an effort to update and expand our current photo library
 - Photograph Peoria Area attractions and events in an effort to update and upgrade our current photo library
 - This process will be year-long and probably stretch into 2014

PACVB MARKETING

2013 STRATEGIC BUSINESS PLAN

Adam Gierhart

Graphic Designer/New Media Manager
S.M.A.R.T Goals for 2013

10. Work with the Sales staff to update their tradeshow booth displays

- Assess what display units the Sales staff currently has available to them for tradeshows and work with them to determine what they will need
- Work with Lelonie to research costs for variety of display units and what fits our needs.
- Bid out the needed graphic displays to local, member businesses by March 2013
- Design the needed displays and have them printed by June 2013
- Reassess the available tradeshow displays at the end of 2013 to determine what is needed moving forward

11. Work with the Sales staff to design a Meeting Planners Guide

- Recycle the necessary pages from the 2013 Visitors Guide and insert planner-specific content (print low quantity at first)
- Get quotes from member printers once a page count has been determined (End of February 2013)
- Design the new content pages and have the final guide ready to go to print by April 1, 2013
- Reassess the guide at the end of 2013 or when we need to print more and determine what needs to be added, edited and/or deleted

12. Manage and coordinate the on-site training for the staff

- Establish an on-site training date (this is set already)
- Coordinate the details of the training with Tom (project Manager with Simpleview) and the trainer
- Take part in all of the CRM training in order to be well-rounded in CRM and to be able to answer any questions that we may have internally

13. Work with Karyn to update/upgrade the Membership marketing materials

- Work with Karyn to assess the current Membership marketing materials
- Determine what needs to be upgraded and what marketing collateral that we should add that we have not utilized in the past
 - Member surveys, training, etc.
- Reassess the Membership marketing materials at the end of 2013 and determine how to proceed in 2014

PACVB TOURISM/MOTORCOACH 2013 STRATEGIC BUSINESS PLAN

The 2013 Business Plan for the Tourism Department has been created in part from the S.M.A.R.T. goals developed in response to the results of the Membership/Tourism SWOT held with staff, board members, sports and attractions. Emphasis has been placed on incorporating those items the SWOT group felt were important for the 2013 tourism plan.

Objective: To develop and sustain a functioning Tourism Committee.

Tactics

- Meet to review 2013 strategic plans and discuss the committee's make-up and role for 2013
- Secure a minimum of 5 influential tourism representatives/members from the 8 county region, willing to provide their time and effort to increase the Peoria Area tourism product (by 1/31)
- Work closely with Board Committee Chair

Objective: Plan promotional activities for National Tourism Week May 2013.

Tactics

- Begin planning in February, set plans by 3/30
- Hold press conference and media activities to promote "being a tourist in your own back yard"

Kaci Osborne

Tourism Manager
2013 S.M.A.R.T. Goals

Tourism

- 1. Attain certification in a Tourism Ambassador Program and facilitate the program to the rest of the PACVB staff and our members.**
 - Research and select program (1/31/13)
 - Attend the first available training.
 - Offer the training to PACVB Staff and as a part of our membership benefit packet for 2014.

PACVB TOURISM/MOTORCOACH 2013 STRATEGIC BUSINESS PLAN

Kaci Osborne

Tourism Manager
S.M.A.R.T Goals for 2013

2. Increase annual leisure/visitor room nights (excluding motorcoach) in the Peoria Region from seasonal, festival and other specialized PACVB promotions

- Assist Marketing and Membership in developing the Regional Cooperative Marketing Campaign including television commercials, print ads, newspaper inserts and targeted mailings.
- Meet with the eight county or city tourism leaders no less than quarterly.
- Continue developing relationships with regional partnering cities to further enhance the Peoria Area product through tourism products, packages, projects, festivals, etc. (Quarterly)
- Work with PACVB Marketing Department to develop a leisure tourism e-newsletter content to be sent seasonally to PACVB leisure database (Quarterly)

3. Research International Tourism for Peoria Area

- Develop relations and supply appropriate marketing materials to IOT international representatives to increase Peoria awareness and presence of international marketing efforts. (Sept. 30)

Motorcoach

1. To secure 45 strong leads for motorcoach groups visiting the Peoria Area in 2013. At least 25 of those being overnight trips, focusing on outlying area and communities

- Contact 150 relevant coach group leaders through direct contact
 - o Develop target list containing top 150 operators (3/31/13)
 - o Contact a minimum of 3 operators a week to meet this goal.
 - o Participate in Tour IL Pay-to-Play opportunities at ABA, Bank Travel Conference and other relevant shows planned for 2013
 - o Create memorable welcomes for all overnight motorcoach visits by meeting each incoming motorcoach group to welcome them to Peoria. In addition we will give each guest a "welcome bag" with a Visitors Guide, Peoria coupons, and a premium.
 - o By 12/20/13

2. Attend American Bus Association Convention in Charlotte, January 2013, and other relevant group shows in 2013.

- Prepare new printed profile sheet highlighting the new group itineraries and unique visitor opportunities.
- Create unique strategy to showcase and raise awareness of the Peoria region while attending tradeshows. Showcase 3-4 inclusive itineraries at appointments.
- Co-host dinner with Tour Illinois for 15-20 motorcoach companies while attending ABA in 2013.

PACVB TOURISM/MOTORCOACH 2013 STRATEGIC BUSINESS PLAN

Kaci Osborne

Tourism Manager
S.M.A.R.T Goals for 2013

3. Update Group Tour Guide showcasing sample motorcoach itineraries and other area attractions to inform and attract coach providers to the Peoria Area.

- Update all group itineraries.
- Develop new group itinerary options:
 - o Work with members to capitalize on what they currently offer and help them develop unique experiences for groups.
 - o Work with Sales for itineraries for conventions
 - o Focus on younger generations by developing a voluntourism itinerary and a boomer itinerary.
 - o Put more focus on Agritourism
 - o Investigate a Susan G. Komen "Tour for a Cure" themed itinerary.
- By 03/31/2013

4. Meet with Caterpillar and Riverfront Museum representatives to develop plans to promote the new Museum/Cat Experience to motorcoach operators. (By 3/31/13)

- Revisit the quarterly PACVB Motorcoach Operator newsletter promoting our visitor products, itineraries and visuals keeping the Peoria region in the forefront of operator's minds. (By 6/30/13)

Top Motorcoach Accounts

1. First State Bank
2. OAK
3. Vandalia
4. FunMe Events

Target Motorcoach Accounts

- | | | |
|----------------------------------|-------------------|--------------------------------|
| 1. Crosspoint Tours and Travels | Jeanie Johnston | Minneapolis, MN 55421 |
| 2. A Z Travel | Deborah Alexander | Harvey, IL 60426-7462 |
| 3. Mayflower Tours | | Downers Grove, IL 60515 |
| 4. Badger Coaches Inc. | | Madison, WI 53718 |
| 5. Brightspark Travel | | Deerfield, IL 60015-4994 |
| 6. Great Day! Tour & Charter Bus | | Cleveland, Ohio 44147-2985 |
| 7. Burlington Trailways | | West Burlington, IA 52655-0531 |
| 8. Jane's Journeys | | West Frankfurt, IL 62896 |
| 9. Mid-American Coaches | | Washington, Mo 63090 |
| 10. About Tours | | Glen Ellyn, IL 60137 |

PACVB MEMBERSHIP 2013 STRATEGIC BUSINESS PLAN

The 2013 Business Plan for the Membership Department has been created in part from the S.M.A.R.T. goals developed in response to the results of the Membership/Tourism SWOT held with staff, board members, sports and attractions. Emphasis has been placed on incorporating those items that the SWOT group felt were important in the 2013 membership plan.

Objective: Develop an Ambassador-type program utilizing our members to help recruit new groups and conventions to the Peoria area for their meetings

Tactics

- Develop a referral program for current members/board members
- Incorporate questions into the member application and member survey regarding industry or trade affiliations a member or potential member might belong to, and the contact information for that group
- Recruit members to serve as Ambassadors and act as advocates for the PACVB.
- Create a name for the group
- Develop reward/benefits for this program group as a thank you for their participation – social gathering, thank you in our e-mail blasts etc.
- Pass contacts over to sales, help with introductions to sales person, etc. for seamless transition.
- Start process in 1st quarter and have first group recruited by end of September.

Karyn Anderson

Membership & Advertising Sales Manager
2013 S.M.A.R.T. Goals

1. Increase Membership growth in adding value and increasing member retention. 2013 PROJECTED Dues \$110,000, a \$15,000 or 16% increase by December 31, 2013.

2. Enhanced/Updated Website/CRM/Mobile App will enhance member recruitment and retention

- Work with the Marketing Department to help make navigation for Members/Visitors easier by October 1, 2013.
- Create quick tips tab or webinar on membership section by end of 2013 to better educate and train our members - explain member benefits, better use and navigation on the PACVB website and instructions on how to post their events.
- Mobile App developed after website redesign

PACVB MEMBERSHIP 2013 STRATEGIC BUSINESS PLAN

Karyn Anderson

Membership & Advertising Sales Manager
S.M.A.R.T Goals for 2013

3. Create Coupon Book with Member discount offers

- Work with Members to create and promote Coupons Books to be incorporated into convention packets by April 1, 2013
- Initial coupon book to be 24 pages, printing costs covered by grant money
- Focus on retail, restaurant and attractions for coupons.

4. Develop Corporate Sponsorship Programs

- Promote Corporate Sponsorship programs by using their products/branding aimed at specific conventions.
- For example, Maui Jim, as a corporate sponsor, may place a cardboard pair of sunglasses in each hotel room with 2 pairs having attached coupon redeemable for a real pair of Maui Jims. This creates buzz for Maui Jim among convention attendees and they in return have a chance at new sunglasses.

5. Re-evaluate Distribution Sites of Visitors Guide

- Determine if we are missing key opportunities and locations to connect with visitors.
- Determine where we are distributing and identify locations we are missing.
- Identify new locations by January 31, 2013

6. Increase Membership/Sponsorship Recruiting & Retention

- Create iPad presentation for member recruitment by January 30, 2013
- Ten prospecting phone calls per week
- No less than 2 face-to-face per week
- Goal to sign 2 new members a month
- Four site visits of current members a week
- Attend 2 community events a month
- Involvement in Habitat for Humanity
- Incorporate LinkedIn by end of 2013 for corporate sponsor

7. Develop "Pop-Up Store" concept at conventions

- Meet with convention sales monthly to identify which of our members would benefit with pop-up stores in a central area at meeting or dining locations of convention goers.
- Identify which specific service or retail members to target to create an "experience."

8. Enhance member servicing & training

- Use Interns to document all Member servicing throughout the year, including networking, education and events.
- Create & conduct Member Surveys once a year to be sent out by June 1, of each year
- Attend training seminars (by March 2013) with Kaci/Tourism for Front Desk service and in return offer same training back to our members.

PACVB MEMBERSHIP 2013 STRATEGIC BUSINESS PLAN

Karyn Anderson

Membership & Advertising Sales Manager
S.M.A.R.T Goals for 2013

9. Top Group/accounts to acquire for Membership to increase advertising revenue and value

- Developers – Joseph, Cullinan, Cohen, etc.
- RLI for Corporate
- Adams Outdoor for in-kind trade
- Proctor Hospital for Prompt Cares
- Maui Jim for Brand Marketing
- Bands/Entertainers for Conventions
- Local Financial Institutions link w/ local merchants
- Nightlife District
- Apartment Complexes
- Petersen Health Care/Charity events

10. Increase advertising in Visitor's Guide on PACVB website with 2013 Projected income at \$80,000, a \$5000 increase

- Create "DISTRICT" Ads
 - o Focus on shopping "niches" and have merchants share cost of full page ads for better impact and lower costs. Have ads signed by September 30, 2013
 - o Targeting N. Knoxville Corridor, i. Forum, Knoxville Square, Mt. Hawley Ct., Sterling Corridor, Pioneer Parkway, N. Allen Road, Shoppes at Grand Prairie
 - o Focus on service industries "ad locations" that would benefit from conventions, i.e. signs, printing, transportation.
- Regional Focus - Focus on each regional city and/or county we represent to develop a merchant full-page ad.

11. Recruit Corporate Sponsors

- Create "branding" programs to attract corporate Sponsors.
- Example, Peoria Medical Society who could see no tangible benefits to belong, joined because value was shown by educating them on the amount of medical conferences we deal with each year.

12. Attract Not-for-Profit Associations - thereby attracting their affiliates to advertise with them

13. Web Page Ads (on-going) - Create web page/home page advertising rate and structure program with Adam.



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. With with the Board of Directors to ensure that appropriate policies and strategies are developed and implemented for the PACVB.



Gail Ertl

VP of Finance and Administration

gertl@peoria.org 309-282-3275

Manage all aspects of CVB operations and administration. Direct and perform office management functions and manage all administrative support personnel and human resources for CVB as well as financial affairs.



Sue Atherton

VP of Sales and Marketing

satherton@peoria.org 309-282-3281

Increase the number of hotel room nights generated in the Peoria Area by leading the Sales Department, as well as create, coordinate and update all aspects of the PACVB communications and marketing strategies.



Lelonie Luft

Marketing Manager

lluft@peoria.org 309-282-3282

Increase brand awareness and hotel overnights by managing, developing and creating marketing campaigns and strategies for the Peoria Area, and the coordination and implementation of PACVB campaign, communications and media placement.



Adam Gierhart

Graphic Designer / New Media Manager

agierhart@peoria.org 309-282-3287

Manage and create all print- and web-based materials for the PACVB. Manage and enhance the PACVB website and social media marketing product and tools, as well as the implementation of marketing campaigns and supporting materials.



Susan Wilks

Senior Sales Manager

swilks@peoria.org 309-282-3274

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



Bobbi Robison

Convention Sales Manager

brobison@peoria.org 309-282-3280

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



Mike Smith

Sports Sales Manager

msmith@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 event destination.



Kim McKune

Client Services Manager

kmckune@peoria.org 309-282-3284

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, especially housing.



Travis Harper

Sports Services Manager

tharper@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 meeting and event planners for sporting events.



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, communication, as well as advertising sales for bureau publications.



Kaci Osborne

Tourism Manager

kosborne@peoria.org 309-282-3282

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



Stephanie Aeschliman

Administrative Assistant

saeschliman@peoria.org 309-282-3272

Promote the PACVB by courteously greeting visitors, determining the nature of visits, answering routine questions and directing incoming calls to appropriate staff. Assist the President/CEO and staff as needed.



Larry Curlless

*Riverfront Visitors Center Manager/
Office Clerk*

lcurlless@peoria.org 309-672-2860

Operate the Riverfront Visitors Center according to established hours and PACVB direction. Assist PACVB staff with miscellaneous duties as needed.

PROFESSIONAL AFFILIATIONS

Name	Current Affiliation(s)	Affiliation(s) to Add in 2013
Don Welch	Human Service Center Board of Directors Creve Coeur Club Board of Governors City of Peoria Downtown Advisory Board Peoria Civic Center Authority Riverfront Advisory Committee East Seals Claybird Classic Cabinet Peoria Gridiron Heart of Illinois Hospitality Association ICCVB DMAI	
Sue Atherton	Clean Water Celebration Navigating Committee Multiple Sclerosis Council of Central Illinois IHSA March Madness Steering Committee Illinois Valley Yacht Club	Keeping Peoria Beautiful, Board of Directors
Susan Wilks	RCMA	ISAE Association Forum SGMP ASAE PCMA
Bobbi Robison	YPO Susan G. Komen Foundation ISAE HOIHA Winterfest Committee	
Mike Smith	YPO	
Adam Geirhart		Ad Club YPO
Lelonie Luft	Pekin Kiwanis Peoria Riverfront Association Pekin Tourism Committee Peoria Ad Club Public Relations Association Peoria Camera Club	
Kaci Osborne	HOPE	YPO
Travis Harper	East Peoria Chamber of Commerce	YPO
Kim McKune		YPO