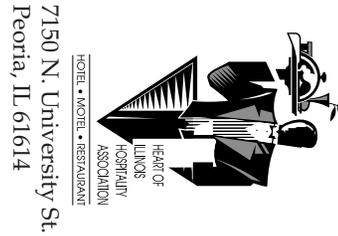


# The Heart of Illinois Hospitality Association invites you to join our Team!

To find out more about the Heart of Illinois Hospitality Association, including a membership listing, calendar of upcoming meetings and events, and past Association Newsletters, please visit [www.HOIHA.org](http://www.HOIHA.org) or call (309) 693-9667.

## History

The Heart of Illinois Hospitality Association (HOIHA) was established 30 years ago by local business owners who wanted to aid the development of a strong Peoria area tourism and hospitality industry. HOIHA was a key player in founding the Peoria Area Convention & Visitors Bureau (PACVB) because its members recognized the significant economic impact that a strong hospitality and tourism industry can produce for a region. Since that time, HOIHA has grown into an area-wide organization devoted to assisting its member businesses in succeeding, and to promoting the continued progress of an economically strong and legislatively influential hospitality industry.



7150 N. University St.  
Peoria, IL 61614

# Serving the Hospitality Industry



## Heart of Illinois Hospitality Association Mission Statement:

*To Provide Leadership for the Members by Developing and Maintaining a Most Favorable Public Attitude Toward the Hospitality Industry in Central Illinois. To Collect, Analyze, Discuss and Disseminate Information Concerning Affairs of the Hospitality Industry.*

## Why should you join our team?

### **To Ensure Your Organization has a Voice in Our Community**

Our Association maintains 25% of the available seats on the PACVB board and has since its establishment. Additionally, we continually help support the PACVB and the Peoria Area Sports Commission (PASC) in their efforts. In 2005 we made a \$5,000 contribution to the PACVB and PASC to aid in securing the 2006 National Softball Association's Girls B World Softball Championship games. This event generated an estimated \$533,000-\$815,900 in revenue for the hotels, restaurants and shops in the Peoria and East Peoria Area.

### **To Stay Current with Laws, Policies and Legislative Issues Important to Your Organization:**

All HOIHA members receive monthly reports from, the Illinois Hotel & Lodging Association (IHLA), the Illinois Restaurant Association, the Heart of Illinois Retail Liquor Association, the Public Health Department, the PACVB and the Peoria Civic Center. HOIHA works closely with these organizations and is quick to alert members of new or proposed legislation that may affect the hospitality industry. Further, we work to promote government proceedings aligned with our mission and take immediate action to cease policy that may negatively impact our member businesses.

### **To Provide Education Opportunities for Your Employees:**

HOIHA supports programs for hospitality training and continued education through various education institutions. In 2004, HOIHA pledged \$10,000 to the Illinois Central College Culinary Arts Institute Campaign. HOIHA holds an annual Leadership Training Seminar aimed at developing the skills of mid-level employees, which features professional speakers and is free to HOIHA members.

### **To Receive the Recognition You Deserve:**

The HOIHA Winterfest — Best in the Midwest Awards Banquet is an annual industry event highlighting the Hospitality Industry with a presentation of awards including: Friend of the Industry, Heart of Illinois Hospitality Employee of the Year, Chef of the Year and various other prestigious awards.

### **TO MAKE YOUR ORGANIZATION KNOWN IN CENTRAL ILLINOIS:**

While HOIHA membership offers all the above benefits, the networking and support of fellow HOIHA members and other community partners is probably the most important to those business owners looking to increase public awareness in the Peoria area, thereby furthering their organizations's success. There are approximately 10,000 people working in the hospitality industry in the tri-county area. HOIHA assists you in making your organization known among these workers and key players. Our Association provides a large collection of diverse business owners that you are able to meet and work with for the mutual benefit of all those involved. The Association is involved in various community events, such as the Taste of Peoria and also hosts several of its own social and fundraising events each year.

## Join your colleagues

*Join your colleagues in the area's largest restaurant/hospitality association. Your membership enhances the entire industry!*

### Annual Dues Structure:

**Hotels.** . . . . . \$1.75 per room  
\$350 maximum

**Single Unit Restaurant.** . . \$75

**Multi Unit Restaurant** . . . \$125

**Associate Member** . . . . . \$125

*Join Today and Become a Part of the Perfect Blend!*

### Heart of Illinois Hospitality Association APPLICATION FOR MEMBERSHIP

Contact Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_



#### **Mail to:**

*Heart of Illinois Hospitality Association  
7150 N. University St. Peoria, IL 61614  
(309) 693-9667*