

## Princeville rolls out the red carpet for promotional movie

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**Journal Star**

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PRINCEVILLE — A 6 1/2 minute professionally produced movie premiered in front of a crowd of Princeville residents at a red carpet event Tuesday night inside the high school gymnasium. In it, the village's children are inquisitive, smart, well-mannered and practically vibrate with a profound love of life, and by logical extension, so do their parents.

Oh, and they're adorable, too.

The village's adults appear to divide their daily activities between happily shopping in local stores, dining in local restaurants with great gusto and piously flocking to local churches.

And, all of it takes place in a climate that more resembles San Diego than north central Peoria County.

Call it 400 seconds of primetime Princeville propaganda.

In a good way.

"We really felt we had a true story to tell," said Kelly Jenkins, the director of the Princeville Heritage Museum and a driving force behind the village's yearlong Winning Communities program. "And we didn't just want some random shots of Princeville and a voice-over. This is a professionally done film with a production crew, a script writer and 150 residents who volunteered their time to be a part of it. We're really excited about it."

The movie, produced by CK Pictures, a company owned by Princeville resident Michael Leighton, is one tangible result of the work of Concerned Citizens of Princeville. The group formed in 2008 to work toward the village's economic development, ordinance enforcement and downtown revitalization. It brought in Jim Dittoe, a national consultant who created the Winning Communities program, and then developed and is now implementing its own multi-faceted community improvement plan. The movie is one piece of a much larger puzzle.

"It's a group effort with the village and the school district and the library that shows that Princeville has a lot of things to offer. Good business community, excellent schools a great library," said village President Sid Stahl. "We want to get the word out."

The plan is to distribute the DVD to area Realtors and relocation specialists in central Illinois businesses. The movie cost about \$10,000; another \$10,000 has been spent on the Winning Communities program. The cost has been split by the village and the school district, with some money contributed by the local library.

"We're one of the area's best kept secrets," said Jim Colyott, the superintendent of Princeville schools, a district of fewer than 1,000 students, but has showed continued growth in the past few years. "We don't want to be a secret any more."

The short promotional film was shown to residents Tuesday night at a special "red carpet" event that was part of the annual state of the schools meeting. The movie ends by showcasing another sign that the village's residents are united in their pride of their hometown.

"Come to Princeville where we're small in size," says School Board member Andrew Black. He's surrounded by a large crowd of Princeville residents.

"And big in opportunities," the crowd says in unison.

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