



**MINUTES OF MARCH 11, 2022
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING**

The Tourism Reserve Fund Committee Meeting was held "Virtually" on March 11, 2022, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:01 a.m. by Chairman J. D. Dalfonso.

1. Roll Call:

Present: JD Dalfonso, (Non-Voting); Patrick Urich, (Non-Voting); Timothy Spears, (Voting); Marwin Spiller, (Voting); Dan Kouri, (Voting); Sid Ruckriegel, (Voting)

Absent: Kiran Velpula, Angela Washington

Others Present: Nate Heinold, Beth Reusch; CJ Goddard

2. Approval of Minutes:

A Motion was made by Sid Ruckriegel and 2nd by Timothy Spears to approve the March 11, 2022, meeting minutes.

Approved by Roll Call Vote: Passed

Yeas: Dan Kouri; Marwin Spiller; Timothy Spears

Nays: None

3. Financial Report:

JD Dalfonso provided an overview of the Financial Report and noted that we have two requests this month. Both requests from the Convention/Tourism Business Fund for \$10,000 each. In the Convention/Tourism Business Fund looking at balances and projected balances for the end of 2021 are as follows:

Local Fund:

Projected Balance for The End of the Year: \$181,033

Convention / Tourism Business Fund:

Projected Balance for The End of the Year: \$33,643

Peoria Marketing Fund:

Projected Balance for The End of the Year: \$88,261

JD Dalfonso noted the Peoria Marketing Fund 2021 year-end balance adjusted to include the 2021 Hotel Motel tax average of \$19,808. Revised 2021 year-end balance negative \$36,739. Finance Manager Angela Washington spoke with previous Finance Manager Shaun Schoonover, he indicated the Tourism Board has done transfers to Peoria Marketing Fund to offset negative balances.

Dan Kouri moved to receive and file and 2nd by Timothy Spears

The Financial report was Approved by Roll Call Vote: **Passed**

- Yeas: Marwin Spiller; Dan Kouri; Sid Ruckriegel
- Nays: None

4. Items for Approval

4a. Convention/Tourism Reserve Fund

Ledgestone Insurance Open and PDGA Junior Worlds 2022

Total Amount Requested: \$10,000

Nate Heinold, Tournament Director of Ledgestone Insurance and Professional Disc Golf Association (PDGA) shared that they are having Ledgestone Open event in August 2250 people signed up so far. Largest Disc Tournament ever. Forty-eight different states, seven different countries participate in this worldwide event. 300 more players than last year. 94 percent have signed up so far outside our zip code and over 120 miles away from Peoria. Will be staying in hotels four to five days. essential by the Governor. They are excited for this event to be happening in Peoria.

Ledgestone is in the last stages of negotiations with ESPN for broadcasting and finalizing terms soon, just waiting on the broadcast date. JD Dalfonso asked Nate to elaborate on events happening in Peoria, Peoria County particularly. Nate added there is a course at Bradley and Wildlife Prairie Park and still trying to get a course and Donovan Park. Ledgestone has offered to build a course, it didn't happen, still waiting and will follow back up with Peoria Park District.

Nate also discussed the Master Junior World Championship event to be held in July that will have over 1100 participants and families staying in hotels seven to eight days. Disc Golf continues to boom post pandemic. Peoria now has one of the largest concentrations of courses in the nation per capita and some of the highest quality courses in the entire United States. Due to the success already for these two events, PDGA has already awarded Junior Amateur and Junior Championship for 2023. Nate noted, anticipation over 10,000 spectators through the week for Ledgestone and sales are 200 percent more than last year.

Largest supplier is Joan's Trophy, the bill will be six figures for these two events. They do event at Dozer Park. Most participants booked outside their block. There were 105 players in 2011 to 2200 player increase. 2015 they had 300 spectators, last year during covid they had over 3000. Nate noted they track by zip code and numbers will be much higher this year. Only twenty percent of spectators are from Illinois. The majority travel here for this event to watch from several different states and do try to get attendees to block in Peoria.

Beth Reusch Director of Sales for Peoria Area Convention and Visitors Bureau added the housing portal included all municipalities. Ledgestone rooms do actualize within the city limits of Peoria. Total Restaurant Economic Impact and Amusement total Economic Impact multiplied by eighteen percent because that is the portion that actualizes with the city of Peoria, and they are sensitive to that when calculating Economic Impact for this application.

Dan Kouri asked if Park District is hesitant of Ledgestone coming to Donovan Park and Nate mentioned that he plans to follow up with them and previously offered to staff and put in a temporary course and would love to get more people coming and shopping in this area as well. With no further question or comment. Motion was approved.

Patrick Ulrich moved to approve and 2nd by Sid Ruckriegel

- Yeas: Timothy Spears; Marwin Spiller; Dan Kouri;
- Nays: None

Additional discussion from City Manager Patrick Ulrich concerned where hotel tax revenue is coming from and hopeful, we will see amusement tax revenue continue to come back since out of second year of pandemic. Restaurant taxes have been solid and hopefully continue moving to come back.

Beth Reusch gave her perspective stating National standards were eighty percent occupancy of what 2019 were. That was the 2021 goal. Peoria region was trending slightly above that. When you compare Peoria's recovery for covid, Peoria region trended slightly above the national average. So far for 2022 we should be at thirteen percent increase over 2021 and would be forty percent occupancy for the region, year to date we are at 41.9 percent. Doing better than last year so expect additional revenue over last year. JD noted, with no further comment will move to next application.

4b. Convention/Tourism Reserve Fund

Skills USA Illinois 2022

Total Amount Requested: \$10,000

Beth Reusch shared the importance of skilled labor and rapid number of declining skilled labor students. She expressed the importance of recruiting them to the greater Peoria area. We have an amazing opportunity to host this event. Previously held in Springfield and not coming here to Peoria this will be for youths interested in the trades. The students will take up the entire Peoria Civic Center. There will be six conventional ovens with bake off starting at 6 a.m. A Peoria crime scene will be set up to encourage forensic science trades. This will bring in about 1500 students on average to check out the trades and see the interest of pursuing apprenticeships or possible career in a particular trade. The application is to cover offset costs of installing street pole banners displaying "Welcome to Peoria". There will be t-shirts made with Discover Peoria and City of Peoria logo on the back of them along with a Charter Bus needed to take them from hotels to Dozer Park to attend Chief's game and have 1500 tickets purchased for the game. Students will attend from all over Illinois.

Timothy Spears asked if anticipating this event return in the future. Beth noted they signed a contract with the Peoria Civic Center through 2030.

City Manager Patrick Ulrich said looking at their conference guide and provided the link to everyone, the students and chaperones will be staying at five different Peoria Hotels for their two-night stay.

Sid Ruckriegel recommended Peoria Area Convention and Visitors Bureau notify restaurants and bars so they can plan and prepare accordingly for this event and others. Beth noted she is working with her team to be proactive in notifying restaurants.

Dan Kouri also recommended when events are downtown, Ulrich's and Kenny's appreciate the heads up for staffing to prepare.

Beth agreed with recommendations, also said the event will fill Peoria hotels and overflow will go to East Peoria.

With no further comments motion to approve.

Patrick Urich moved to approve and 2nd by Dan Kouri

- Yeas: Timothy Spears; Marwin Spiller; Sid Ruckriegel
- Nays: None

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Adjournment:

A Motion to adjourn was made by Dan Kouri and 2nd by Marwin Spiller

Motion carried unanimously.