



MINUTES OF OCTOBER 14, 2022
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held “Virtually” on October 14, 2022, at City Hall, 419 Fulton Street, Peoria, Illinois 61602 and by Zoom. The TRF meeting was called to order at 9:05 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

Present: J.D. Dalfonso, (Non-Voting); Patrick Urich, (Non-Voting); Timothy Spears, (Voting); Dan Kouri, (Voting); Sid Ruckriegel, (Voting)

Others Present: Michelle King; CJ Goddard; Bobbi Moreland; Elle Benway; Rick Gaa, John Pieritz; Perry Clark

Absent: Marwin Spiller, (Voting); Kiran Velpula, (Voting)

2. Approval of Minutes:

A motion was made by Timothy Spears and 2nd by Sid Ruckriegel to approve the September 9, 2022, meeting minutes.

- Yeas: Dan Kouri
- Nays: None
- Motion passed unanimously

3. Financial Report:

Angela Washington, Finance Manager submitted a written overview of the financial report. Patrick Urich, City Manager presented the report on behalf of Angela.

Local Fund Balance year-to-date balance is \$145,733. There were no requests for the Local Fund.

Convention and Tourism Fund year-to-date balance stands at a negative balance of (\$17,782). This balance includes the four requests being reviewed in the meeting totaling \$55,000.

Peoria Marketing Fund year-to-date estimated balance of \$94,470, which includes the \$70,000 request.

Angela noted that the most recent numbers since the last HRA gross sales report (August and September) are highlighted. Overall the 2022 numbers are looking much better than the 2020 and 2021 numbers. No further comments received regarding the financials.

A motion was made by Timothy Spears and 2nd by Dan Kouri to approve the financials, with an adjustment to the Fund Summary page putting the requests being considered at this meeting in the 2023 column.

- Yeas: Sid Ruckriegel
- Nays: None
- Motion passed unanimously.

4. Items for Approval:

Convention/Tourism Fund

4a. JP Sports State Tournament request for \$15,000.

4a. JP Sports World Series Tournament request for \$6,000.

John Pieritz spoke regarding the two tournaments he brought to the Louisville Slugger Sports Complex in 2022. There was a total of 127 teams for the state tournament and 40 teams for the world series tournament last year. The state tournament is maxed out, but they will work to grow the world series tournament. Both tournament's funding are based on the total number of room nights picked up. The state tournament will be funded at \$5,000 for 1,000 to 1,300 room nights, \$10,000 for 1,301 to 1,600 room nights, and \$15,000 for over 1,600 room nights. The world series tournament will be funded at \$2,000 for 300 to 500 room nights, \$4,000 for 501 to 700 room nights, and \$6,000 for over 700 room nights.

Timothy Spears asked why the number of rooms on page 3 of the State Tournament request was only 800. CJ Goddard stated that 800 is room nights on peak rather than total number of room nights for the tournament.

A motion was made by Dan Kouri and 2nd by Sid Ruckriegel to approve both requests for up to \$15,000 and \$6,000.

- Yeas: Timothy Spears
- Nays: None
- Motion passed unanimously.

4c. Top Pick Sports State Tournament for \$9,000.

4d. Top Pick Sports National Tournament for \$25,000.

Perry Clark spoke regarding the previous year's tournaments. These tournaments have been so popular that multiple teams are not allowed to play due to maxing out the Louisville Slugger Sports Complex. Perry stated that they would accept more teams if there were more fields available. Rick Gaa added that Perry has been a great partner for many years. Both tournament's funding is based on the total number of room nights picked up. The state tournament will be funded at \$3,000 for 400 to 700 room nights, \$6,000 for 701 to 1,000 room nights, and \$9,000 for over 1,000 room nights. The national tournament will be funded at \$15,000 for 1,000 to 1,300 room nights, \$20,000 for 1,301 to 1,650 room nights, and \$25,000 for over 1,650 room nights.

Timothy Spears asked about the room rate used in the HRA taxes calculation for both tournaments being higher than the previous applications. CJ Goddard explained that there are multiple years of history with these tournaments so there is higher confidence that last year's average rate will be achieved again. Timothy Spears also asked why the top funding amount for nationals is higher than the hotel taxes generated. CJ Goddard answered that for the national tournament teams are staying 4 or 5 nights, so there is higher confidence in restaurant and amusement taxes being generated. Additionally, there were over 1,800 room nights booked last year, which would generate much more hotel tax than the highest requested amount.

A motion was made by Timothy Spears and 2nd by Patrick Urich to approve both requests for up to \$9,000 and \$25,000..

- Yeas: Sid Ruckriegel, Dan Kouri
- Nays: None
- Motion passed unanimously.

Peoria Marketing Fund

4e. Connect Midwest request for \$70,000. JD Dalfonso started the discussion stating that this is the first time this conference is being held outside of Chicago. Connect has combined the Connect Midwest conference with the Connect Chicago conference. Elle Benway presented the details of what the conference entails and what the

requested funds would be used for. JD added that the Peoria Civic Center, Rik and Beau, have been very flexible allowing the PACVB to showcase the PCC during this event. Sid Ruckriegel inquired about additional sponsorships and how much of the \$70,000 would be covered by them. Elle Benway answered that additional sponsorships would enhance the event. Bobbi Moreland added that Markiewicz, a major convention that has unfortunately outgrown Peoria, came from a Connect event. Elle mentioned that the “discover what you weren’t expecting” campaign will be used for this event. Dan Kouri asked if this will be a multiyear ask. JD Dalfonso responded no it is a one time request.

A motion was made by Dan Kouri and 2nd by Sid Ruckriegel to approve the \$70,000.

- Yeas: Timothy Spears
- Nays: None
- Motion passed unanimously.

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Adjournment:

A Motion to adjourn was made at 10:04 a.m. by Patrick Urich and 2nd by Timothy Spears.

Motion carried unanimously.