



MINUTES OF March 10, 2023
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING

The **Tourism Reserve Fund Committee Meeting** was held “Virtually” on March 10, 2023, via Zoom. The TRF meeting was called to order at 9:02 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

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

Others Present: Angela Washington; Michelle King; CJ Goddard; Bobbi Moreland, Eric Hoadley, Gregory Wilson, Michael Danner, Claire Griffith, Chanel Hargrave-Murry

Absent: Council Member Kiran Velpula, (Voting)

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Timothy Spears to approve the February 10, 2023, meeting minutes.

- Yeas: All
- Nays: None
- Motion passed unanimously.

3. Financial Report:

Angela Washington, Finance Manager gave an overview of the financial report. Today’s financials include five (5) requests.

Local Fund: Four (4) for the Local Fund totaling \$30,600. Juneteenth Fest for \$5,000, Irish Fest for \$16,600, Illinois Mission of Mercy for \$6,000 and Peoria Fashion Week for \$3,000. Including these requests year-to-date balance is \$170,133.

Convention/Tourism Business Fund: One (1) request for IHSA Baseball totaling \$10,000/year (\$30,000 over 3 years) with this request the year-to-date balance is \$7,218.

Peoria Marketing Fund: No changes from last month \$316,546 year to date due to no applications submitted.

HRA Fund: Finance Department was not able to get the February gross sales updated for this month so totals will be delivered at the April 14, 2023, meeting.

A motion was made by City Manager Patrick Urich and 2nd by Councilman Sid Ruckriegel to approve the financials.

- Yeas: All
- Nays: None
- Motion passed unanimously.

4. Items for Approval:

Local Fund:

4a. Juneteenth Fest – request for \$5,000.

Gregory Wilson shared the event will take place on Saturday, June 17, 2023, at the John Gwynn Park on Richard Pryor Place in Peoria, IL. Peoria Juneteenth is free to the public with anticipated 2,500 guests in attendance. The event will last all day kicking off at 11:00 AM and ending at 6:00 PM. There will be live performances, spoken word, a fashion show, speeches and appearances by community and local political leaders, music, food, kid's activities, horseback riding, and a Peoria High School vs. Manual High School Alumni basketball game. Also, in attendance will be the Peoria Health Department promoting and encouraging unvaccinated people to get vaccinated, non-profit organizations, local community service vendors, and Black – owned Peoria eateries who will be selling lunch-sized portions and making available free sample-sized portions of their staple dishes. This event will be family and community friendly. This will be the 3rd year for this event since Covid-19.

A motion was made by Marwin Spiller and 2nd by Councilman Sid Ruckriegel to approve for \$5,000.

- Yeas: All
- Nays: None
- Motion passed unanimously.

4b. Irish Fest request - for \$16,600.

Eric Hoadley said the event is held annually since 1981 and the festival has grown from one-day, one-stage event to a three-day festival featuring dozens of acts on five stages. Celtic artists from Ireland, Scotland, Canada, and the US have brought Irish culture to life on the Illinois Riverfront. Our event has become one of the leading Irish Festivals in the Midwest, attracting visitors from all over the Midwest. This is the 42nd year of the Irish Fest. Timothy Spears asked if they are able to confirm hotel block will be in Peoria. Eric shared they will for sure commit to booking with our Peoria Hotels. Dan Kouri asked why requesting for more for than the market fees. Eric stated reason being they don't track the sponsorships that we get in the marketing support. Dan agreed to approve for \$10,000 with the booking of hotel rooms in Peoria. Peoria Irish Fest Event will be held August 25-27, 2023.

A motion was made by City Manager Patrick Urich and 2nd by Dan Kouri to approve for \$10,000.

- Yeas: All
- Nays: None
- Motion passed unanimously.

4c. Illinois Mission of Mercy request - for \$6,000.

Bobbi Moreland, Director of Sales with Peoria Area Convention and Visitor's Bureau (PACVB) shared on behalf of Illinois Mission of Mercy. The community event provides free dental care to our area and surrounding areas for children and adults. Mike Danner shared it was last held here in 2014 and was very successful. During the event over 1,951 patients were seen; 61 root canals were performed; 137 partial dentures were created; 1,265 fillings were completed; 377 x-rays were done; 1,990 tooth extractions were performed, and 765 cleanings were given. The total amount of free dental care given to the City of Peoria was \$1,072,190.10 The ISDS Foundation also hosts a Veterans First program, where veterans are able to be screened for oral care the day before the event begins. They will then be the first patients treated on Friday. More than 1,000 dentists, hygienists, dental assistants, lab technicians, and general volunteers will donate their time and clinical skills to help patients receive much needed oral health care. 339 hotel rooms were booked at the Pere Marquette in 2014 and will be booking there again along with the Courtyard. Over 395 rooms are being held through a room block for this event. The request for

\$6,000 is to offset costs at the Pere Marquette and primarily for parking. PACVB with the city of Peoria will sponsor this event. Mike Danner shared they are hoping for volunteers to help with this event locally and from away. Claire Griffith is the ISDS membership manager for Illinois State Dental Society Foundation (ISDS). Claire said they sold out of room blocks and that is why they are asking for significant amount more. They are very passionate about treating patients and serving the volunteers with food as well. Timothy Spears said the 2014 funding came from the Peoria Civic Center Fund and asked if any funds will be used from there as well. Claire shared they are at a max and still using the \$13.00 they paid in 2014 but unable to provide any additional funding. Peoria Civic Center did discount all tables and chairs for them to use. This event will be held June 28-29, 2024.

A motion was made by Timothy Spears and 2nd by Councilman Sid Ruckriegel to approve for \$6,000.

- Yeas: All
- Nays: None
- Motion passed unanimously.

4d. Peoria Fashion Week request - for \$3,000.

Chanel Hargrave-Murry shared this will be the first year for this event to bring to the forefront the local small businesses, creative and brilliant organizers who live, and work in the Peoria area. Peoria Fashion Week is an event created to showcase the vibrancy of art and Fashion within Peoria and the surrounding cities. Peoria Fashion week will be taking place during the week of April 13 – 15, 2023, at the Exposition Gardens located at 1601 W. Northmoor Road in Peoria, Illinois. The 3-day event focuses on the diversity of the various cultures that make up Peoria. Thursday the 13th will be cultural day. Friday, they showcase the amazing talent of youth, Saturday is the high fashion showstopper with 15 local up incoming designers. Advertisements and promotions for Peoria Fashion Week will include print and radio media, social media, and digital marketing. To pull visitors from Peoria, surrounding cities designers, models, and artist to participate in the event as well as running radio ads in Bloomington/Normal, Springfield, Chicago and reaching all the way to Oceanside California and the DC area. Their planning Committee will also be purchasing ads in the Traveler and half page ads in the Journal Star to draw in people from all over. The grant request will help offset the costs for marketing, which includes purchasing of signage, flyers, postage, and local promotions. Local businesses and food vendors will be in attendance for the shopping needs of guests. Will showcase Peoria's black owned eateries, vendors, artist and exposing participants to their menu ideas and free samples. Tickets for the event will be \$30. Timothy Spears asked how many people they are they preparing to have attend. They are planning for well over 1000 people to attend the event.

A motion was made by City Manager Patrick Ulrich and 2nd by Marwin Spiller to approve for \$3,000.

- Yeas: All
- Nays: None
- Motion passed unanimously.

Convention/Tourism Business Fund:

4e. IHSA Baseball request -for \$10,000 (\$30,000 over 3 years).

Bobbi Moreland with PACVB shared the event is for high school boys' baseball class 1A and 2A state finals held at Dozer Park. This is a two-day event bringing high school teams from all over the state to compete for the title of state champion. Event Date is June 2 through 3, 2023 for \$10,000 request. Next year the event will be May 31 through June 1, 2024, and June 6 through 7, 2025. They are a long-standing client with Discover Peoria and City of Peoria. Their request will go towards general sponsorship for the events that will highlight Discover Peoria and the City of Peoria advertising and marketing and will help offset operational costs at Dozer Park. Last year was their first year using our housing system and will continue to do so. They picked up over 200 hotel rooms last year, the number booked will go up this year. IHSA receives funding for Speech, Chess, and Scholastic Bowl. Discover Peoria to ask IHSA, since we are subsidizing the event, putting up financial sponsorship, if they would put

Discover Peoria logo on their IHSA state final baseball web page. Timothy Spears asked if the games will be streamed and Bobbi shared, they would be. Dan Kouri motioned for approval subject to completion of Discover of Peoria advertisements on the website, on their banner and state final page since we are sponsoring them.

A motion was made by Dan Kouri and 2nd by Timothy Spear to approve for \$10,000.

- Yeas: All
- Nays: None
- Motion passed unanimously.

5. Unfinished Items: City Manager Patrick Urich and Finance Manager Angela Washington will provide budget for replenishing funds for 2023 review.

6. New Business: None

7. Public Comments: None

8. Adjournment:

A Motion to adjourn was made by City Manager Patrick Urich and 2nd by Sid Ruckriegel.

Motion carried unanimously.