



**MINUTES OF APRIL 14, 2023
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING**

The **Tourism Reserve Fund Committee Meeting** was held “Virtually” on April 14, 2023, at City Hall, 419 Fulton Street, Peoria, Illinois 61602 and by Zoom. The TRF meeting was called to order at 9:04 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

Present: J.D. Dalfonso, (Non-Voting); Patrick Ulrich, (Non-Voting); Dan Kouri, (Voting); Sid Ruckriegel, (Voting); Marwin Spiller, (Voting); Kiran Velpula, (Voting)

Others Present: Michelle King; Angela Washington; CJ Goddard; Bobbi Moreland; Elle Benway; Nate Heinold;

Absent: Timothy Spears (Voting)

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Council Member Sid Ruckriegel to approve the March 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 two (2) requests.

Local Fund Balance: year-to-date balance is \$179,233. There were no requests for the Local Fund.

Convention and Tourism Fund: Revision for IHSA Basketball was previously put all under 2023 and now reflects spread out over three years, 2023 through 2025. With the \$10,000 request the year-to-date balance stands at \$17,218.

Peoria Marketing Fund: Request for \$359,000 is for fiscal year 2024 so balance stays at \$349,996.

HRA Gross Sales report for January taxes paid in February, same report compares 2023 vs. 2021 and 2022. Hotel motel restaurants are on the positive side. Everything appears to be on track.

City Manager Patrick Ulrich and Finance Manager Angela Washington discussed the new business of ARPA Funds. 125 percent of the annual contributions will go into the following: \$112,500 in Local Fund; \$87,500 in Tourism Fund; leaving \$250,000 in Marketing Fund for use into 2024. These funds are time sensitive and must be spent by 2025. They are Federal Grant dollars given (Corona Virus Fiscal Recovery Funds) and will be tracked separately for the Federal Government by Angela doing the accounting.

A motion was made by City Manager Patrick Ulrich and 2nd by Marwin Spiller to approve the financials.

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

4. Items for Approval:

Convention/Tourism Fund:

4a. Ledgestone Insurance Open/PDGA Worlds for \$10,000. Two events in one.

Bobbi Moreland Dir. Of Sales with PACVB spoke about the spikes in occupancy in hotel stays during these event dates. Guests stay about eight days in our area for these events, we not only have National but international traveler attendance staying in the area as well. Spending over \$100,000 with Joans Trophy. There is a lot of money being spent with local business in the area Nate Heinold shared things are getting more competitive with these kinds of events and draws to larger cities. However, we are still in the upper rankings and this funding helps us. We are the 2nd highest spectator event. Ticket sales are 45% higher than last year at this time along with hotel reservations are up 50% higher than last year. Most the competitors are under 18 so this will draw a lot of families into our area to stay, shop, and eat. Nate mentioned we have a top-rated course here in Morton and most people using are from out of state using it daily. All of this continues to grow our economy and is fun to watch this expand, and great asset for our Park District and our city, said Council Member Sid Ruckriegel. Nate agreed with City Manager Ulrich's request if there were coverage for the event on ESPN that he would like some Discover Peoria coverage as well.

A motion was made by Dan Kouri and 2nd by Council Member Sid Ruckriegel to approve.

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

Peoria Marketing Fund:

4b. FY24 Marketing Plan - \$359,000.

Vice President of Marketing Elle Benway presentation outlining strategic marketing efforts using data analytics on who are targets are in marketing efforts for Peoria. All funding will be used to articulate and transcend the Peoria Area Convention and Visitors Bureau vision and strategic objectives. Destination Organization vision is to run a fundamental community service by developing, articulating, and managing our community's brand, so the Peoria Area stands for a higher standard for destinations across the country. Breakdown of costs are as follows: \$65,000 to hire local agency to create, write and produce commercials. \$100,000 for placement and promotion of commercial and/or reels on YouTube, HULU, Peacock etc. using media agency to place and track in the hands of our target market. \$35,000 for content creation of video and stories created by REELS to distribute and promote on social media. \$26,000 to create written content to generate interest and buzz about Greater Peoria. \$12,000 Amplification and Promotion to get it in the right hands boosting posts and content to generate more engagement. \$25,000 Guerilla "Product Placement" meaning "Peoria", Coasters in bars with CTA meaning (Call to Action), coffee sleeves with CTA in coffee shops, coffee mugs with CTA to diners, billboards (mural) at airports with direct flights in Peoria International Airport with CTA. Gifting for MedTech Prospects. \$30,000 SEO Maintenance – Hire local agency to support SEO for website: ensure URL is functioning appropriately (correcting spelling errors, fixing broken links, etc.) Ensuring website is at the top of search platforms (using paid ads and top keyword terms). Making sure our searches are always at the top boosting positive information about Peoria when people are doing a search of Peoria. \$66,000 Discover Guide for Distribution and Promotion to hire a local third-party Wholesale Publication Distributor to create distribution strategies with the 9 Discover Guides – ensure the publication lands in the hands of the intended Target Audience. Potentially looking into a Distributor that offers warehouse space, manages order fulfillment, and delivered out-of-the box distribution strategies to get into the right hands of people targeted. All of this will assist with things to do in the Peoria area and the direction our content is moving towards. It's young, it's vibrant, and hitting on a pulse where content is growing and emerging vs. our traditional thinking said Council Member Sid Ruckriegel.

Destination Organization Objectives will be as follows:

- 1-Increase and enhance communication with stakeholders and communities.
- 2-Increase and diversify budget
- 3-Improve operational efficiency
- 4-Promote destination, attract visitors, and enhance regional economy

A motion was made by City Manager Patrick Ulrich and 2nd by Dan Kouri to approve.

- Yeas: All
- 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 by Dan Kouri and 2nd by Council Member Sid Ruckriegel.

Motion carried unanimously.