



MINUTES OF AUGUST 11, 2023

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The **Tourism Reserve Fund Committee Meeting** was held on August 11, 2023, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. 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); Dan Kouri, (Voting); Gregory Wilson, (Voting); Bernice Gordon-Young, (Voting)

Others Present: Angela Washington; Michelle King; CJ Goddard; Bobbi Moreland; Jennifer Winne; Doug and Eileen Leunig; Susie Stockman; Robin Barnes; Bob Kieser

Absent: Kiran Velpula, (Voting)

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Gregory Wilson to approve the July 14, 2023, meeting minutes.

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

3. Financial Report:

Angela Washington, Finance Manager for City of Peoria presented the financial report.

Local Fund Balance: year-to-date balance is \$108,233 includes three requests from today.

Convention and Tourism Fund: year-to-date balance is \$23,218 includes one request from today.

Peoria Marketing Fund: year-to-date balance is \$161,114.

HRA gross sales report compares 2021, 2022 to 2023 with percentages, last one was in June paid in July. Back in October 2022, JP Sports World Series Tournament at Louisville Slugger Sports Complex was approved up to \$6,000, it was declined and put back into pool due to not meeting structure. J.D. Dalfonso shared JP Sports is a great client and was provided \$10,000 from the Conventional Fund tier for 2-night hotel stays, Local Funds are used with a different criterion, that is why it was declined.

A motion was made by Dan Kouri and 2nd by Gregory Wilson to approve the financials.

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

4. Items for Approval:

Local Fund:

4a. Run the Bluff – Amount Requested \$5,000.

Jennifer Winne, Executive Director of the East Bluff Community Center requesting \$5,000 for the 5k run through the streets of Peoria's East Bluff. The event will take place on Saturday, October 14, 2023. To make it a positive event for the East Bluff they had over 100 runners last year and anticipate many more this year. Revenue comes from sponsorships. Bernice Gordon-Young asked about media coverage for the event. Jennifer shared they will start marketing and advertising in September with high quality media and radio closer to the event timeframe. Marwin Spiller asked about budget and if \$20,000 profit will include the \$5,000 expected to receive from the committee. Jennifer said yes and the goal is to retain \$15,000 in sponsorships and \$5,000 from the committee to put back into the East Bluff Event. There will be a photographer on sight to capture the event and will have City of Peoria and Discover Peoria logo on t-shirts, banners and also shared on radio and tv media as well.

A motion was made by Marwin Spiller and 2nd by Bernice-Gordon Young to approve request for \$5,000.

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

4b. Big Picture Peoria Street Festival – Amount Requested \$7,000

Doug and Eileen Leunig, Biggest Art Leaders of Peoria presenting after 3 years of not having event and are very excited for the Big Picture Event to be held at the 1300 block of S.W. Adams in Peoria's Warehouse District from 10 a.m. to 4 p.m. on Saturday, September 9, 2023. Admission is donation based. Doug shared they have expanded coverage of the event to 75 miles with people hearing about it and coming from all over to attend. Eileen said they will pull in local theater performing groups as well as visual artists. In 2019 had over 200 participants and expect more this year. Bernice Gordon-Young asked what people usually donate. Eileen said they have raised funds with roller derby collecting, face painting donations and had over \$500 donated this way alone. J.D. Dalfonso asked how will marketing sponsorship for City of Peoria and Discover Peoria be presented. Eileen shared it will be on shirts, banners, and any advertisement they have. The event will include live mural painting, iron pour, kids' projects, live music, open mic-contest, street artists, food, and beverage options and much more. City Manager Patrick Urich asked for explanation of an iron pour. Eileen said people come as far as Tennessee to watch and present the heat up of iron, pour iron in a furnace, melt it, pour into molds, they even made a "Big Picture" logo for us in 2019, it's wonderful to see. Doug shared i3 Broadband will be sponsors of the iron pour. \$4,000 of the grant money will be used for advertising and marketing. Will pursue again as used in previous years festival media coverage in the Peoria Journal Star, C I Proud News, Discover Peoria, Peoria County Chronicle, WMBD/WWCT Radio, electronic billboards by Adams Outdoor and the Peoria Riverfront Museum electronic billboard.

A motion was made by Dan Kouri and 2nd by Gregory Wilson to approve request for \$7,000.

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

4c. Santa Parade – Amount Requested \$20,000

Susie Stockman and Robin Barnes request for \$20,000 is for the 136th Annual Central Illinois Santa Parade. We are the longest running parade in the nation. Chief of Police Eric Echevarria was the Grand Marshall last year. Robin said they would like to redo the Circus Wagon. They work out of two warehouses to store and repair floats. WMBD-TV telecasts the event live that is sponsored by Busey Bank. Dan Kouri asked if the TRF committee is the primary funding source. Robin and Susie shared at this time, yes. They are asking for \$500 to \$1000 for each float sponsorship. Dan Kouri asked what the entry fee cost is for the parade. Susan said \$50 for non-profit and \$100 for commercial entries. The money helps with judging and awards. Dan Kouri is concerned for the longevity of the parade and there needs to be more funding from other sources other than our board. Susan replied we need more large restaurants to participate along with the smaller restaurants who cannot sustain a large crowd for the duration of such a long event. J.D. Dalfonso asked who the highest sponsor is. Susan said Caterpillar sponsored two floats for \$2,500. City Manager Patrick Urich shared we still have American Rescue Funds and would be a good opportunity to help out by sharing some of the funds received. J.D. Dalfonso shared that knowing this can't be sustained because it is relief money and is a special circumstance, hopefully we can work together on other events to help fund raise and City of Peoria and Discover Peoria are willing to work with you.

A motion was made by Dan Kouri and 2nd by Gregory Wilson to approve request for \$20,000.

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

Convention/Tourism Fund:

4a. Blues Blast – Amount Requested \$5,000

Bob Kieser is sole proprietor of Blues Blast Magazine that has been in operation for over 17 years. It is the largest Blues Magazine with 44,000 subscribers. There is a free weekly magazine with no subscription revenue. The Blues Blast will be honoring top artist in blues music and have been for the last 16 years. The 16th Annual 2023 Blues Blast Music Awards Event will be hosted at the 3300 Event Center in Peoria, Friday and Saturday, September 22-23, 2023. This event will bring new and increased business to Peoria and fund hotel rooms for artists. It will be advertised in National Blues Music Publication. This is the first attempt to bring it back home to Peoria and will have 20 national blues acts trying to make a weekend event similar to the Blues Foundation down in Memphis, Tennessee. Scheduled Friday night acts will benefit the Sean Costello Memoria Fund for Bipolar Research which is supporting the link between bipolar disorder and artistic, literary, and musical creativity. Saturday night Award Show will have 15 acts playing. Main costs are to bring in the artists, most are nominated for awards so their coming because of that and we pay for their hotel and food so that is the main expenses, and we will use this money also for advertisement with 93.3 radio and some national publications like Living Blues Magazine. Bobbi Moreland, Director of Sales with Peoria Area Convention and Visitor's Bureau (PACVB) shared they have over 65 hotel rooms blocked at Comfort Suites for the artists and there will be more people coming in from out of town to stay. There are already over 100 tickets sold. People are coming from Florida, Alabama, Tennessee, and other states to attend this event. The event history in past records from Rockford, IL said they used over 60 rooms total there just for artists and the total economic impact was \$7,680. Bob said the event is important and he doesn't do it to make a profit. It's to honor the artists and to bring this kind of entertainment to the community. The 3300 Event Center capacity holds comfortable 600 to 800 people and we are expecting that many to attend. Bernice Gordon Young said it is phenomenal and has attended one with her mother before and found it moving

and something Peoria would benefit from. She also commented how impressive it is to raise awareness on mental health, it's huge and much needed, as a mental health provider herself.

Jon Norton from WGLT/WCBU hosts All Things Considered every weekday and will have Bob on to share the Blues Blast Event information. The event and selling tickets will be through radio and billboard advertising. Bob shared he will do posters, t-shirts, and logo on their website to raise awareness of the City of Peoria and Discover Peoria.

A motion was made by Gregory Wilson and 2nd by Bernice Gordon-Young to approve the \$5,000.

- 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 Gregory Wilson and 2nd by Dan Kouri.

Motion carried unanimously.