



MINUTES OF FEBRUARY 9, 2024
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on February 9, 2024. The TRF meeting was called to order at 9:04 a.m. by chairman J.D. Dalfonso.

1. Roll Call:

Present: J.D. Dalfonso, Patrick Urich, Marwin Spiller, Gregory Wilson, Dan Kouri

Others Present: Bobbi Moreland, Sulama Foster, Brittany Eason, Sharon Gramm, Nikki Romain, James Rohr, Kyle Bright, Nate Heinold, Eric Hill, Angela Washington

Absent: Kiran Velpula, Bernice Gordon-Young

2. Approval of Minutes:

A motion was made by Patrick Urich and 2nd by Marwin Spiller to approve the December 15, 2023, Tourism Reserve Fund meeting minutes.

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

3. Financial Report: *all requests were put under ARPA*

Angela Washington, Finance Manager gave an overview of the financial report.

Local Fund Balance The balance is \$207,730, assuming the standard funding will be split up by \$90,000 across 12 months. Three (3) requests, if approved, would be \$42,000.

Convention and Tourism Fund The balance is \$55,718. Four (4) requests, if approved, balance \$1,000.

Peoria Marketing Fund The balance is \$95,332 with no requests for funds.

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

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

4. Local Fund:

Local Fund Event

4a. Sculpture Walk Peoria 2024-2026 - \$5,000.

Brittany Eason, director of development for the Peoria Art Guild, discussed the application for Sculpture Walk. Been in Peoria since 2015. Previously put on by Arts Partners. First year that it's fully Peoria Art Guild. Bi-yearly event. Used to be yearly until COVID-19. They have applied for funds because they're working on establishing themselves and had to raise honorarium, which is how they pay the artists to bring the sculptures to Peoria. Used to be \$2,500 every year, but now it's every other year. They raised the honorarium to \$4,500 per sculpture. Brittany explained how it's an important cultural event and that it makes art accessible for all. Brings hundreds of thousands of people. Expecting hundreds of people on opening day. Does have one sculpture coming from Ukraine.

A motion was made by Gregory Wilson and 2nd by Marwin Spiller to approve for \$5,000.

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

4b. Peoria RiverFront Market 2024 - \$10,000.

Sharon Gramm started with how the market will be celebrating its 21st year this summer. Doing well. Recorded attendance twice last year and had over 5,000 people both times and 5,500 another time. Just wanting to keep things rolling. Requesting money to pay for advertising they couldn't do on their own budget. Big part of that would be paid social media advertising. Bringing in experts and it's helping a lot. They see people coming from Decatur and Bloomington. J.D. asked to hear about new initiatives that aren't dependent on the application. They're looking into new ready-to-eat foods. Vendors are extremely important, but there's some differing opinions on food trucks. Looking to find a balance between ready-to-eat vendors while not competing with their business owner's association. Don't want to bring anyone in that will directly compete with Riverfront restaurant members. Sharon said the winter market was held at the RiverPlex and went very well. Wasn't enough parking, but she estimated that there were 2,000 people there and had 60 vendors.

A motion was made by Gregory Wilson and 2nd by Patrick Urich to approve for \$10,000.

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

4c. River City Soul Fest 2024 - \$15,000.

Kyle Bright started by explaining how Soul Fest has been a premier black event that highlights black culture in Peoria while still being an all-inclusive event. Thanked committee for previous awarded funds because it allowed them to hire the artist, which led to a decent turnout. Explained economic impact of \$10,000 and \$113,000 impact on lodging, food, beverage, and recreation. Looking to make 2024 bigger and better. Explained that the cost of hiring artists has gone up. Used example of Keith Sweat, which was priced out as \$40,000 to \$60,000 around 2016, and if they brought him to Peoria next week, it would be \$175,000. Reiterated that he was just an example but showcases the increasing price of hiring musicians. Going to do what they've always done in regard to marketing and advertising. Wants to reach both Peoria and the outskirts of the city and other regions. J.D. asked to confirm the number of reserved rooms from last time, and it was 330 rooms at the Par-A-Dice, but they move around between Par-A-Dice, Courtyard, and Pere Marquette. Process for 2024 started in November 2023, but haven't blocked rooms off yet. Committee will make an action on the follow-ups and will help find best rates and rooms in Peoria.

A motion was made by Gregory Wilson and 2nd by Marwin Spiller to approve for \$15,000.

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

4. Convention Fund:

Convention Fund Event:

4d. ART Inc. 2024 - \$5,000.

Nikki Romain stated that this will be the 3rd annual "That's What She Said" event, which is a women-empowerment event. It highlights local women that we know, but stories that we may not know about them. Originally started in Champaign. Will spend the funds on advertising called "everyday door direct mail" so they can target specific zip codes. Will also use social media because the show is in different cities and women caravan to all the different locations. Not only for the ladies. After party will be at their center and will have catering. They rotate between different caterers rather than solely using one. Event is the same event, just in multiple cities.

A motion was made by Patrick Urich and 2nd by Gregory Wilson to approve for \$5,000 and to move the event up to the local fund.

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

4e. SkillsUSA Illinois 2024 - \$10,000.

Eric Hill stated that they're excited to host their third SkillsUSA Illinois conference in Peoria at the end of April. Registration is "alarmingly" high right now. Typically, they have 3,500 in attendance, but as of right now, there's 800 more students registered this year than last year. They bring in about 600 industry partners to the Civic Center

and similarly 130 different hands-on, technically skill competitions. Includes everything from welding to diesel equipment to culinary, arts, cosmetology, robotics, healthcare, public safety, STEM, and more. Around 135 high schools from across the state. As of right now, there are 11 hotels booked and the peak night is going to be around 810 rooms for the night. May need 900 for peak night. Understands that not all rooms are in Peoria, but they had to go across the river to make getting students to and from simpler. There's also a conflicting event at Louisville Slugger Complex, so they weren't able to get many rooms at those hotels. Excited to continue partnerships with the city of Peoria. Looking at where they'll be hosting 2028 and beyond conferences, which will be coming out soon. Event used to be in Springfield for 57 years, but excited to see where they can go in the future. Will also be having a street fair for the students with food trucks the Thursday night before opening ceremonies. Opening ceremonies on Thursday. Friday will be all day competitions. Students will have a buyout at the Peoria Chiefs baseball game that Friday night. Then Saturday will be the Olympics-style awards ceremony.

A motion was made by Gregory Wilson and 2nd by Patrick Urich to approve for \$10,000.

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

4f. PDGA Ledgestone Open/Champions Cup 2024 - \$10,000.

Nate Heinold started with the fact that this event will be their 14th year. Adding 15th course in East Peoria. Been trying for a decade to get another course in Peoria, but that hasn't worked. Support Wildlife Prairie Park and gave them \$8,000 to keep their disc golf course and overall help. Event this year will have 2,004 players and 95% of them are out of the 2-hour radius. Estimating 6,000 spectators. Signed a deal with CBS for an hour-long show that will air three times in the fall on CBS Sports. Also hosting another event in April, which will be the first Major of the year. Golf and tennis have four majors. Disc golf has 11,000 events a year, and four of them are Majors. The previous home of the first major was in Georgia, but the course was destroyed by a Southern Pine Bug infestation in September and October, so the event was moved at the last minute to Peoria. Always trying to develop new courses. This year will have 30 other events in the area but are smaller events. Peoria is around number four or five in the country for disc golf destinations.

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

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

4g. USSSA All Star Game 2024 - \$2,500.

Bobbi Moreland explained that this will be the third year for this event. Will bring new people to Louisville Slugger and Peoria. Last year there were around 300 players. Estimated 700 players this year. Funds will be used for expenses such as prizes, food, beverage, etc. Around 200 room nights, average of 149 right now. Bobbi thinks it's going to be higher if they're bringing in 700 players alone. Potentially 28,000 parents and family over the course of two days. J.D. mentioned how the brand of Louisville Slugger keeps bringing people back.

A motion was made by Marwin Spiller and 2nd by Dan Kouri to approve for \$2,500.

- Yeas: All
- Nays: None

- Motion passed unanimously

5. Unfinished Items: None

6. New Business: J.D. mentioned that PACVB will be presenting some updates on last year's Peoria Marketing fund asks. Some projects are still in motion but wanted to update the committee on what's been spent. Excited to share what they have as well as look ahead towards continuing some of them as well as some new ideas for Peoria marketing.

7. Public Comments: None

8. Adjournment:

A Motion to adjourn was made by Patrick Urich and 2nd by Dan Kouri. Motion carried unanimously.