



MINUTES OF March 8, 2024
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on March 8, 2024, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:03 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

Present: J.D. Dalfonso, (Non-Voting); Gregory Wilson, (Voting); Dan Kouri, (Voting); Bernice Gordon-Young, (Voting)

Others Present: Melinda Huett; Christell Frausto; Amy Suprunowslu; Cameron Owdom; Nicole Fales; Ashley Hildebrandt; Demarcus Hamilton; Angela Washington; Michelle King; CJ Goddard

Absent: Patrick Urich; Marwin Spiller; Kiran Velpula

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Gregory Wilson to approve the February 9, 2024, 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 \$16,500 if three (3) requests approved today year-to-date funding would be \$16,500.

Convention and Tourism Fund The balance is \$1,000 if one (1) request approved today.

Peoria Marketing Fund The balance is \$150,000 if one (1) request approved today.

No change in Regular TRF report.

A motion was made by Bernice Gordon-Young and 2nd by Gregory Wilson to approve the financials.

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

4. Items for Approval:

Local Fund

4a. Peoria Juneteenth Fest request for \$8,000.

Demarcus Hamilton shared reason coming back is everything has gone up; prices have increased and would like to make it more comfortable for the small business vendors by having it outside vs. inside the building. They have found everyone wants to be outside regardless of temperatures. Would like to provide set up tents for the environment for the business vendors, community, and the kids to have free food, water, and all-day activities, keeping it kid friendly, and supporting our business vendors and the customers. Want to keep the event in the southside area and by showcasing Peoria's black-owned eateries and exposing participants to their menu items via free food samples this event will generate new customers for businesses in attendance, as well as encourage future patronage. This event will draw a minimum of 2500 with projection of a lot more this year. Event will take place Saturday, June 15, 2024, starting at 11am and ending at 6pm at the John Gwynn Park on Richard Pryor Place in Peoria, IL

A motion was made by Gregory Wilson and 2nd by Bernice Gordon-Young to approve request for \$8,000.

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

4b. Peoria Fashion Week request for \$5,000.

Amy Suprunowslu representing on behalf of Chanel Hargrave-Murry. Amy shared fashion is a multi-dollar business and constantly evolving. Amy has been helping with getting marketing and sponsors in the area with many venues, models, hair stylists, makeup artists, all who do it for the love of fashion. All this brings business back to our local businesses. Asking local businesses to participate in the show for free. Last year they didn't make a profit and it costs a lot to host events like this. Last year was a 3-day fashion show and will be a 5- day show this year because it is growing. Have gotten models and designers outside the area to come in. People travel to this from nationally and internationally, they are staying at hotels in the Peoria area and putting money back into Peoria. Would like to include the marketing materials in the packets when attendees arrive of what Peoria has to offer for activities. They have entertainment musicians that will be there. The closest fashion show is Chicago and there is a need for it here in Peoria. Will have sports day, wedding day, also involving the ICC fashion group this year. Do fashion shows throughout the year to keep establishing a presence, the events are very costly and have experienced loss and a lot of this is out of pocket. We reach out for sponsorships from major corporations aligning with our cause. This brings many different cultures together which will boost tourism and hospitality revenue. The event will be April 2-April 6, 2024, at 1601 N. Northmoor Rd.

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

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

4c. Fiesta en el Rio request for \$7,500.

Christell Frausto and Melinda Huett asking for \$7,500 because the attendance is growing. This is the 15th Annual Fiesta en el Rio in 2022 had 2300 in attendance, in 2023 had over 2500 in attendance and estimating over 3000 in attendance for 2024. They don't charge for children and only counting the adult tickets. This is a very family friendly event. The estimate is low since only counted the ticketed adults coming through. Between 4 and 5 pm it's free and don't charge for attendance, this started this in 2023. Prior to 2023 the event was always held at the CEFCU stage downtown at the Riverfront. Moved the event over to Festival Park, parking lot between Gateway Building and the Bridge to allow for more space since it has grown, was able to bring in more food vendors and activities since it continues to grow. The bulk of the money is going to go into security, marketing, and entertainment. Christell shared security is going from \$800 to \$2000, working this out with Peoria Police and the

Park District, marketing from \$900 to \$2000, would like to reach further out and in Spanish too for the event, catering to a range of ages and styles, entertainment from \$1100 to \$1400. Would like to bring in local talent first, two headliners to cater to the different ages and a DJ for in between. The event will draw weekend hotel stays, that will draw people to come early to visit different restaurants and local attractions, this puts money back into Peoria. They utilize local food vendors. Vendors pay a vendor fee but is a reduced vendor fee in order to keep the costs low for people to attend festival and offer exhibitor booths and community members at reduced rates than what you would see at some larger festivals. Had Manual High School students last year and want to extend invitation to other high school students to come and participate, get in for free, have a free meal, have some fun, and use the stage to talk about Peoria Promise or additional topics. The Park District primarily supports the entire festival with the support of the committee. The event is held annually on the last Saturday of July.

A motion was made by Bernice Gordon-Young and 2nd by Gregory Wilson to approve request for \$7,500.

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

4d. IL. Gov Conference Peoria Night for \$5,000.

J.D. Dalfonso shared update to our work with the Illinois Governor's Conference on Travel and Tourism. An event where professionals from across Illinois and around the country come together to network and learn from experts, celebrate success, and discover what's ahead for Illinois tourism. The event is March 19 through 21 and is in direct partnership with the Illinois Office of Tourism. Approximately three hundred attending at this point, this will be the first time in Peoria. Conference will begin on Tuesday afternoon with an awards dinner and registration Tuesday evening. Wednesday will consist of all-day conference events and scheduled events, special guests from Springfield to arrive and Wednesday night activities will begin with a networking event at the Peoria Riverfront Museum, were in direct Partnership with John Morris who will welcome all the attendees. Typically, these conferences as we've known just end with a networking event, and people go figure out what they are going to do. We would like to give them a different experience. Request is going toward a facilitated downtown tour of Peoria with an option to get a passport to be shuttled around to local businesses on the Riverfront and Warehouse District. A loop of two shuttles, including Louisville Slugger's coach and the Discover Peoria shuttle, will pick up and drop off attendees at the museum, that will allow them to be picked up and dropped off to explore and discover some of the different businesses along this loop downtown. This will help curate the experience of the night's activities, highlight some of the different businesses such as Kelleher's Irish Pub, 8-Bit Arcade, BlackBand Distillery (IL maker), and the Hotel Pere Marquette, they will have this looped route to be able to stamp their passport by supporting all the different businesses, with the opportunity to take the shuttle back to the Headquarters Hotel, Courtyard Marriott and Pere Marquette.

A motion was made by Gregory Wilson and 2nd by Dan Kouri to approve request for \$5,000.

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

4e. 2024 ARPA for \$100,000.

J.D. Dalfonso request is for supplemental marketing support for last year's Peoria Marketing Fund ask. Last year we took from the original TRF funds. J.D reported on the progress of previous ask because this is supplemental. Nicole Fales with Conventions Visitor's Bureau (CVB) started by sharing the progress from the previous eighteen different types of targeted commercial segments featuring things to do in Peoria, response from the community so far has been very positive. Have boosted content creation through social media posts, also search engine authorization maintenance utilized making sure were in the top Google search and our content is optimized when people are searching Peoria that it results in City of Peoria website, Wikipedia and Discover, most importantly making sure our content is optimized so that when people search Peoria, we are a top result for Peoria. Commercials created with heavy focus on our Discover Guides, six, thirty second commercials targeting all

audiences. Regarding the \$100,000 ask, Cameron with CVB discussed Billboard Campaign promoting our region as a desired destination for visitors. Money from last year still fueling productivity for the future to showcase Peoria properly. \$45,000 official ask is to run a billboard campaign with billboards going into Chicago, running 4 to 6 months to promote the region, and shed light on what you may be missing downstate. TRF Committee noted they would like to see the billboard coming back from Chicago vs. towards Chicago. Nicole explained the ask of \$27,500 Influencer campaign, partner with influencers who already have a great following and matches what were looking for so we can reach their audience and get more following and put out some different content for us and Tik Tok is something we haven't done in the past as well. Nicole worked with people who did Over The Top (OTT) campaign for our commercials and did a lot of research for influencers who would be a good fit for Peoria. OTT is any ad that plays when watching YouTube video and there is the 5 second ad that plays beforehand. \$27,500 Local Professional Partnerships, Ashley Hildebrandt with CVB explained Discover Peoria receiving some extra promotional tickets so we can do giveaways, PA announcements at all the games and what events are going on in Peoria, Jersey branding, and will also help promote better attention across our region at the following games for Peoria Chiefs -\$10,000; Peoria City Soccer-\$7,500; and Peoria Rivermen-\$10,000. J.D. explained were trying through to enhance quality of life for residents and amplifying pride across the region.

A motion was made by Bernice Gordon-Young and 2nd by Gregory Wilson to approve request for \$100,000.

- 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 at 10:02 a.m. by Dan Kouri and 2nd by Gregory Wilson.

Motion carried unanimously.