



MINUTES OF JUNE 14, 2024
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The **Tourism Reserve Fund Committee Meeting** was held on June 14, 2024, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. 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 Urich, (Non-Voting); Dan Kouri, (Voting); Marwin Spiller, (Voting); Bernice Gordon-Young, (Voting); Kiran Velpula, (Voting)

Others Present: CJ Goddard; Angela Washington; Michelle King; Mark Misselhorn; Doug and Eileen Leunig; Mike Wild; Ashley Hildebrandt; Nicole Fales; Cameron Ogdon; Patrick Kelly; Maria Miranda; Stacy Peterson; Blake Baxter

Absent: Gregory Wilson

2. Approval of Minutes:

A motion was made by Patrick Urich and 2nd by Dan Kouri to approve the April 12, 2024, meeting minutes.

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

3. Financial Report: *All requests were put under ARPA funds

Angela Washington, Finance Manager gave an overview of the financial report. Angela discussed all requests. \$100,000 or more must be registered with Sam.gov per Federal Government. Corrections to ARPA funds noted for 2024 budget allocation for Convention/Tourism Fund and Peoria Marketing Fund highlighted in yellow. All funding deadlines for ARPA is December 31, 2024, and fully spent by December 31, 2025.

Local Fund Balance The balance is \$20,800 with \$93,200 application requests approved today.

Convention/Tourism Fund The balance is \$73,000 if \$8,000 application requests approved today.

Peoria Marketing Fund The balance with no requests is \$400,000.

HRA-March taxes collected in April for HRA compared to 2023, were at 6.75 percent, compared to 2022, at 31.05 percent ahead.

J.D. Dalfonso shared with inflation sitting at 3.3 percent is a keynote for the success of how we drive hotel, restaurant, amusement taxes and is a key indicator of ample success, not only the success of growth over the year and we are paced ahead of inflation.

A motion was made by Kiran Velpula and 2nd by Marwin Spiller to approve the financials.

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

4. Items for Approval:

Local Fund

4a. Red, White, and Boom - \$20,000.

Mike Wild with Midwest Communications, Inc. shared his appreciation of the City of Peoria who has supported them for years, along with both sides of the river municipalities, law enforcement, public safety communication and Public Works to name a few. They have increased their ask from \$15-\$20,000 this year due to inflation. Increase in fireworks, not so much the product but the supply chain. The fireworks come from overseas and they are seeing an increase in costs all across the event. New title sponsors this year, revenue is still deteriorating. The ask will help with the speakers for sound up and down the riverfront to increased security. Carle Health and prior to Carle was Unity Point sponsors. Choose Greater Peoria is currently a perfect sponsor and incredibly engaged and looking into the future to elevate this event year after year. Were the biggest show in the state of IL. and in the 1.5 percent in the nation. This event attracts visitors from surrounding areas as well. Bernice Gordon-Young asked what marketing sponsorship looks like for the event with Choose Greater Peoria. Mike shared their looking for full exposure and everything they do for the community, advertising, and radio station shares coverage of the event, and they want to be supportive of events. J.D. asked what City of Peoria and Discover Peoria will receive for approval of application. Mike shared will get mentioned in advertisements. Kiran Velpula discussed his disappointment that the City of Peoria wasn't mentioned last year in acknowledgement and Mike apologized and said he thought they were but would definitely mention appreciation and gratitude to the City of Peoria this year.

A motion was made by Kiran Velpula and 2nd by Bernice Gordon-Young to approve request for 20,000.

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

4b. LaCaravana - \$8,200

Maria Miranda organizer for Hispanic Heritage Month Kick-off Event La Caravana has been organizing the event going on 5 years now. The event will be held on Saturday, September 14, 2024, from 3pm – 7pm at Morton Square Park, 901 NE Monroe Street in Peoria, IL. The event attracts more than 2500 guests from all over Central, IL. and gets larger with each passing year. People come in prior to the event and stay at our hotels and eat at our restaurants in the surrounding areas as well.

A motion was made by Bernice Gordon-Young and 2nd by Kiran Velpula to approve request for \$8,200.

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

4c: Big Picture Initiative Local Murals - \$15,000

Mark Misselhorn and Doug and Eileen Leunig discussed how they are working hard to improve the image of the city physically and make it more of a welcoming city for visitors and residents. Requesting \$15,000 and to partner with the city 24/7, 365 days a year viewing the great scale of murals to promote a positive image of Peoria that will serve as landmarks for our city and symbols of a vibrant welcoming city. The specific amount requested will go for a 40 x 34-foot mounted mural placed on Adams St. across from OSF Mission Headquarters on the Niagara Parking Deck. Jacks on Adams is a tenant in the building. The mural will be visible from the Murray Baker Bridge. Our downtown needs beautification and more visual interest. Approval of application will also help pay for the lighting at night. Downtown Peoria mural themes are Live Greater, Love Greater and make a big impact. It will use the same framing system and materials as Abraham Blue on the Peoria Courthouse building. The Gilmore Foundation has supported all our-volunteer non-profit since the inception in 2018. Have managed, created, and installed nearly 30 murals in the past 5 years. Framing and lighting are permanent and would be used for future murals as well.

A motion was made by Kiran Velpula and 2nd by Bernice Gordon-Young to approve request for \$15,000.

- Yeas: All
- Nays: None

- Motion passed unanimously.

4d. MLK Luncheon - \$10,000

MLK Luncheon for January 2025 has no representation here today. Postponed until representation present at the July meeting.

A motion was made to defer by Bernice Gordon-Young and 2nd by Dan Kouri request for \$10,000.

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

4e Juneteenth Commemoration - \$10,000

No representation from Southside Community Center for the event this weekend. Since no representation present City Manager Patrick Urich recommended retroactively apply based on P & L statement from the June event with what expenses they incurred and revisit at the July meeting. Postponed until representation present

A motion was made to defer by Dan Kouri and 2nd by Kiran Velpula request for \$10,000.

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

4f. Summer Madness Youth Basketball Tournament - \$5,000

Marwin Spiller discussed his two-day event held July 27-28, 2024, for 4th -12th grade boys and girls at Peoria High School with 3 gyms. Last year was the first year this event was put together by Marwin. He shared there were 56 teams last year and had to cap it because it grew so fast in participation. Estimating 75 teams this year from across IL. and the surrounding states of Wisconsin, Indiana, Missouri, and Michigan. This is the largest tournament in Central, IL. So many attended we unexpectedly didn't have the resources to handle the participation so funds would be used for staffing, marketing, supporting local teams who may not be affiliated with an organized team who want to play. We sponsor 5 teams for kids. Forty-two percent of the teams came from outside of Peoria with their parents and grandparents so there was local hotel stays as well. J.D. Dalfonso shared that Mr. Spiller is working with Discover Peoria on hotel room blocks this year with Bobbi Moreland also with Discover Peoria. Anticipating bringing over 1,500 people to the City of Peoria for these two events. Will include local food vendors, print, radio, social and digital media. Bernice Gordon-Young shared there is a huge following for this type of an event and Marwin's ask is being super modest and she presented to the committee an increase from \$5000 to \$7,500 be recommended. Bernice said in order for his vision to be effective and pull this off in the manner that it deserves and with all he is trying to do it will give him some room to make it right and continue to grow. She added it helps make this a great tourist attraction as well and will draw people to stay here in Peoria in our hotels. Kiran Velpula agreed with Bernice and thanked Marwin for bringing this event to Peoria and expressed it's a great thing you're doing for Peoria.

A motion was made by Bernice Gordon-Young and 2nd by Kiran Velpula to approve request for \$7,500 vs. \$5,000.

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

4g. Play in Peoria presented with Discover Peoria - \$30,000

J.D. Dalfoso's team presented the presentation working directly with Paul Joseph and local stake holders on a concept for a local event to be held September 9 – 15, 2024 to promote Peoria and a number of different events that week to highlight Culture, Diversity, Entertainment, and Innovation at the same time. Promoting these events plus destination, attracts visitors, and enhances regional economy. Play in Peoria events is not just to market visitors but to help Peoria grow and live here. The Museum, Peoria Park District, and Choose Greater Peoria are all involved in providing entertainment and working together to play in our city and to promote our city together.

Distillery Labs is hosting a fallings wall and pitch competition on what will bring bright ideas to the area and the winner receives a trip to Germany to present their idea. Bradley University working on having a TEDx, VirtuSense NEXT Summit, hosting Rise Summit 2024. Play in Peoria overview is to re-introduce Peoria as a global hub for cultural diversity, entertainment, and innovation for the one week in September. It will showcase the diverse culture in Peoria.

A motion was made by Kiran Velpula and 2nd by Dan Kouri to approve request for \$30,000.

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

Convention/Tourism Fund

4h. American Cornhole Midwest Major - \$8,000.

Patrick Kelly with Discover Peoria (PACVB) presented on behalf of Frank Greer who sent out 100 surveys regarding the event and received back 97 regarding participation. The event will be held March 27-29, 2025, and March 26-28, 2026, \$4,000 per year. J.D. shared we have had requests like this before and contract would be signed for the next two years at \$4,000 for each event. Event was held last year at Four Points. Promoter stated the majority of players stayed in downtown Peoria within 8 block radiuses to the hotel. This also increases downtown business because meals are done on this side of river because of time restraints so can't go far. Participants are heavily engaged from several different states. Tourney includes Men Singles and Doubles, Women Singles and Doubles and Mixed Doubles. Event sold out last year and looking forward to expanding over the next two years.

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

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

5. **Unfinished Items:** MLK Luncheon and Juneteenth Commemoration Applications deferred until July meeting.
6. **New Business:** None
7. **Public Comments:** None
8. **Adjournment:** Adjourned at 10:26 a.m.

A Motion to adjourn was made by Dan Kouri and 2nd by Bernice Gordon-Young. Motion carried unanimously.