



MINUTES OF NOVEMBER 8, 2024

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The **Tourism Reserve Fund Committee Meeting** was held on November 8, 2024, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:04 a.m. by J.D. Dalfonso.

1. Roll Call:

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

Others Present: Bobbi Moreland; Michelle King; CJ Goddard

Absent: Marwin Spiller

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Gregory Wilson to approve the October 11, 2024, TRF meeting minutes.

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

3. Financial Report: City Manager Patrick Urich gave overview of the financial report in Finance Manager Angela Washington's absence. The ARPA funds are exhausted. Last project has \$4,000 remaining to be spent in 2026 at an event. Local fund we have multiyear request totaling \$35,000 if approved remaining balance will be 159.733 and \$132.233 in 2025.

Local Fund The balance is \$159,733 after pending approvals of today's applications requested totaling \$35,000. In 2025 the balance will be \$132,233.

Convention/Tourism Fund will exhaust all the funds if 5 applications are approved before replenished with 2025 funding. The balance is \$8,218 after pending approvals today of applications requested totaling \$37,500. In the future will need to move some funds from the Peoria Marketing Fund to make sure resources available.

Peoria Marketing Fund The balance with no requests today is \$.648,947.

HRA Taxes notable decline in amusement tax activity in September, Finance Department will take a look at it. This may be a timing issue of August being higher than usual and timing of when receipts came in. Overall seeing strong HRA tax receipts.

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. 2025-2027 Adam White/Shazam Racing, Steamboat Classic - \$35,000

Adam White shared this is the 51st year and he is now the third Steamboat Classic Race Director. He will be the event director, and historic sponsor and many things will change beginning with overhauling the face, the look, the feel of what the new classic will be and how it engages with the community is getting a massive uplift. It will be marketed 52 weeks a year, spoken about, heard, marketed indirectly 365 days a year. Bringing out the marketing vehicle for Steamboat is going to be called (SC415) Steamboat Classic 4M 15K. Additionally, ShaZam will be incentivizing elite athletes from all over North America to travel to Peoria and run Steamboat. PNC Bank is a presenting sponsor, Uftring Auto Group and Choose Greater Peoria and Laser Electric will sponsor as well. It will be Father's Day weekend Road Race on the Peoria Riverfront, Saturday, June 14, 2025. There will be a 4 mile and 15K race. It is one of the world's fastest 4 mile and Illinois' toughest 15K run. The Steamboat Classic is an equal opportunity athletic event, it welcomes joggers, runners, walkers, wheelers, strollers, and all ages and ability levels. Thousands attend from all over. Registration is at no cost, if you need to. RC Outfitters is funding the pay what you can registration. No application for it, will go by the honor system. Anyone with financial need can participate in this. This event is being brought back as the crown jewel of Central Illinois. Packet pickup will be hosted by RC Outfitters the day/night before the run and will also work with Discover Peoria for additional incentives. Shazam Racing will promote the event through email blasts going out to thousands of runners via ShaZam and RC Outfitters, a primary sponsor list of over 56,000 subscribers and followers will be sent notifications. The event will be promoted on social media, radio/podcasts, and on TV throughout the year. The new Steamboat Classic is designed to be a year-round community initiative that includes several "PNC Training Tours" through various greater Peoria events. Adam shared they are devoted to honoring the Classic and its 50-year history while elevating its future to a whole new level for the next 50 years. Holiday press conference will announce the next chapter of the Steamboat Classic on December 19. Changes were made to the local fund request and will go as follows: 2025-\$15,000; 2026-\$15,000; and 2027 - \$15,000 after.

A motion was made by Dan Kouri and 2nd by Bernice Gordon-Young

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

Convention/Tourism Fund:

4b. 2025 - JP Sports and Event Management LLC., Global State Tournament - \$15,000

President John Pieritz with JP Sports and Event Management shared this is the 9th year of the event. Crowds come from all over and is a regional baseball event. Have over 200 teams and book over 1800 hotel room nights. Bobby Moreland with Discover Peoria shared funding amounts are based on a tiered structure determined by the organization accountable. Work with Flex Travel who coordinates the housing for the events and gathers the number following the event. The Global State Tournament is within the top 5 occupancy drivers year over year. The star report where we get our occupancy data is a great indicator as to how the events perform and what they bring into the area. There has been year over year growth with this event. Event runs June 20-22, 2025.

A motion was made by Gregory Wilson and 2nd Bernice Gordon-Young.

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

4c. 2025 JP Sports and Event Management, LLC., Summer Nationals - \$6,000

The summer nationals' event will take place at LSSC. This boy's baseball tournament typically draws roughly 30-35 teams and will consist of an opening ceremony and skills competition for the players and their families. This event will draw teams from across the Midwest to compete in a multi-day tournament. JP Sports currently hosts 9 tournaments total at LSSC. Event will take place July 18-20, 2025.

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

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

4d. 2025 Top Pick Sports Productions/USSSA Illinois State Championship - \$9,000

Perry Clark is with Top Pick Sports. Bobbi Moreland with Discover Peoria shared the following 3 events he has applied for (4d-4f). This event is Youth Fastpitch Championship event with participant ages from 11-18 years old. 110 teams are expected for this girl's tournament. Brought between 17-18,000 visitors to the complex in 2024. The Event takes place July 11-13, 2025.

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

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

4e. 2025 Top Pick Sports Productions/USSSA Illinois Great Lakes National Championship - \$25,000

This is a national Youth Fastpitch Championship event with participant ages from 11-18 years old. 100 teams are expected for this tournament. USSSA has been hosting National Championships for over 45 years. Top 10 Occupancy event driver year over year. Brought over 27,000 visitors to the complex and attributed 55 percent of the business to Louisville Slugger in 2024. Event takes place July 21-26, 2025.

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

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

4f. 2025 Top Pick Sports Productions/USSSA All Star Game - \$2,500

The USSSA Illinois All-Star Games is a two-day long event designed to allow USSSA players an opportunity to continue playing softball in a fun All-Star event. There are only 50 spots per age division. This exclusive event is invite only. Expecting 350 players. City Manager Patrick Urich pointed out when you tally all this up together it's about a \$2 million dollar impact that these 5 events(4b-4f) have on the community in terms of economic impact of these, in terms of meals, hotel room, and economic drivers. Event takes place August 9 and 10, 2025.

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

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

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Adjournment: Adjourned at 9:51 a.m.

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

Motion carried unanimously.