



MINUTES OF FEBRUARY 14, 2025

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on February 14, 2025, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:01 a.m. by J.D. Dalfonso.

1. Roll Call:

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

Others Present: Ronda Guyton, Dave Holtz, Sharon Gramm, D'Marcus Hamilton, Prabhat Mittal, Dr. Kamlesh Macwan, Sunil Oberoi, Eric Hill

Absent: Patrick Urich, Marwin Spiller, Michael Vespa

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Gregory Wilson to approve the January 10, 2025, TRF meeting minutes.

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

3. Financial Report: J.D. Dalfonso shared the financial reports in City of Peoria Finance Manager Angela Washington's absence. American Rescue Plan Act (ARPA) funds all spent; all the funds have been appropriated in the timely fashion.

Regular Tourism Reserve Funds:

Local Fund - Numbers are slightly off the Utsav Diwali Gala isn't \$1,950, its \$19,500. The balance is \$178,733 after pending approvals of today's 5 applications and will get ending balance adjusted down below the \$153,783 as listed.

Convention/Tourism Fund – \$19,718 with 12,500 bringing ending balance for year \$7,218.

Peoria Marketing Fund - The balance with no application requests needs to be adjusted. Numbers will need to be adjusted there are some line items that were added rather than subtracting. Will get updated numbers regarding the Peoria Marketing Fund at next meeting.

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

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

4. Items for Approval:

Local Fund:

4a. 2025 Sisters Rock - \$2,500

Ronda Guyton shared The Living to Serve Foundation has presented Sisters Rock to low-income and minority women for over 10 years. There will be workshops focused on education information on disease prevention, local healthcare vendors, along with music and food vendors, and a keynote speaker at the event. Free mammograms w/o insurance for something that can cost over \$4000. People coming from Chicago, Rockford, Springfield, and Decatur. Shopping local, staying at our hotels and eating at our restaurants. One hundred percent volunteer base and money stay in our local area. This is a women's only group, men are welcome to come and give their support. This event was started in 2012. Keynote speaker featured is Kaye

Woods who has overcome her serious health concern and will share her story. The event will be held at the Life Together Center on Sheridan from 9am-1pm, April 5, 2025.

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

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

4b. 2025 GMB Arts in Education Spring Celebration - \$2,500

Dave Holt, Dir. of Special Projects and Dir. of GMB Arts and Education Center shared the event is a Spring celebration, held in downtown Peoria, April 14 to May 16, 2025. This is the 40th year of GMB Arts in Education Spring Celebration and the 100th anniversary of the founding of Caterpillar. Partnering with the RiverFront Museum and the Caterpillar Museum. There will be 3-4 schools participating each day. This provides a non-competitive forum for students PreK-12th grade. Bands, choruses, choirs, dance, jazz and the visual arts. Over 136 schools in seven counties across Central Illinois participate by performing and demonstrating their talents in the Fine Arts and Applied Arts each weekday over the month. This event will increase visitors to Peoria, and downtown.

A motion was made by Gregory Wilson and 2nd by Dan Kouri.

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

4c. 2025 Peoria RiverFront Market - \$10,000

Sharon Gramm shared this is the 22nd season this summer for the RiverFront Market and it continues to grow year over year. The event is more than just a food market. The RiverFront Market is a weekly farmers' and artists' market featuring local produce, meats, cheeses, breads, baked goods, handcrafted arts and crafts. It also supports surrounding businesses such as Running Central, Blue Duck, Martinis, RC Outfitters, Peoria Riverfront Museum and many more. The market features over 100 vendors. Opening day last year brought in over 7,000 shoppers. Have had a waiting list for vendors over the last 3 years. Attendees come from Bloomington, Champaign, Springfield and Decatur. Is important to promote the Market and its location and asking for assistance with advertising. Would like to promote by billboards, banners, radio and social media again this year. This has proven successful in past years. The Market is also featured at www.VisitDowntownPeoria.com. The RiverFront Market is open Saturday mornings May 31 – September 27.

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

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

4d. 2025 Peoria Juneteenth Festival - \$8,000

D'Marcus Hamilton shared Peoria Juneteenth is free to the public, anticipating over 2500 guests to attend this year's 5th event held on June 14, 2025, shining the light on Black History. Celebration of Juneteenth in Peoria is a large-scale event that the City of Peoria, IL is willing to acknowledge and pay tribute to the contributions, ingenuity, and sacrifices made by the African American community today and years past. The event will be from 11AM to 6PM at John Gwynn Park. Original ask is \$8000 but after adding up everything request should have been \$10,000. This will help off-set event costs, such as equipment rental, food, and entertainment, along with new chairs needed this year. Will also be investing in social media campaigns, radio ad in Bloomington-Normal and Springfield, IL. There will be live performances, spoken word, beauty pageant, fashion show, speeches and appearances by community and local political leaders. There will also be live music, kid's activities, horseback riding, and a Peoria High School vs. Manual High School Alumni basketball game. Start up and adding the component of Black Wall Street. 2nd year for Peoria Health Dept. who will be in attendance promoting and encouraging unvaccinated people to get vaccinated. Event brings people from Bloomington, Springfield, Galesburg, and Macomb, IL. Asking for city wide promoting through local radio. There will be local community service vendors, and Peoria eateries who will be selling lunch-sized portions and making available free sample-sized portions of their staple dishes. This will be the 2nd year along with the NAACP, event will have the Ernestine Jackson Parade. Council Member Bernice Gordon Young said this has grown into something huge and audience comes from all over not just Peoria and its culturally phenomenal event that brings so many people together. It's a great event but foresee you running out of space and having to move to a larger location within time. Honored request be moved to \$10,000 after seeing all the resources it takes to pull this event together firsthand and factoring the cost with inflation.

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

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

4e. 2025 Utsav Diwali Gala - \$19,500

This event was spoke about by Indo-American Society of Peoria (IASP) Board members Prabhat Mittal, Dr. Kamlesh Macwan, and Sunil Oberoi. This is a cultural event celebration with performance theatre by the talented PJ Dance Academy, traditional Indian fireworks and gala dinner featuring Indian cuisine. IASP will fund the expenses of the event including theatre, banquet hall, food etc. These will be recovered via ticket sales and sponsorship by local organizations and individuals for EPIC. This is to help children with special needs. EPIC empowers and inspires individuals with intellectual and developmental disabilities providing education and employment. We picked EPIC because they support how to get a job and transition to adulthood and 100 percent goes to EPIC from the event. The event will be promoted to over 70,000 people who subscribe to Peoria Civic Center. We have been holding this event since 2005. It is bringing more Indian culture to the Central areas. Taking the event from smaller venue to larger venue to get more people from surrounding areas such as Chicago, Champaign, and the St. Louis areas. Have been doing this event in Washington over 2 days due to the size of venue since 2023. Bringing it over to Peoria to larger venue and making it a one-day event on October 25, 2025, from 5 – 930PM. The mission of IASP is to bring greater awareness of Indian Culture to the larger community of Peoria through educational, cultural, and social activities. Collaborating with PJ Dance Academy to support charitable organizations like EPIC, IASP achieves its goal and fulfills its mission. Event is covered by TV and Radio. The ask is to help cover the banquet hall, fireworks, barricades, drinks, setup for stage and backdrop, drink bars, etc. Gregory Wilson said he would be comfortable with \$15,000 because its consistent with other cultural events that we have. Dan Kouri asked if it is a one-day event and was confirmed due to capacity at PCC it will be a one-day event, if we sell more tickets than yes could make it a two-day event next year. Council Member Bernice Gordon Young asked about the admission fee for dinner and show is \$175 per person and less for youth and IASP confirmed yes and will be discounted for family. Bernice said does have some concerns with the amount we give for cultural events to be fair across the board agrees with the \$10 -\$15,000 range ask and is glad it is being held in Peoria and also asked how they will market Discover Peoria. IASP agreed will do social media and radio and tv marketing and Discover Peoria as a top sponsor. JD mentioned his team will work with IASP on that. Gregory Wilson than made a motion for the \$15,000 vs. the \$19,500.

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

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

Convention/Tourism Fund:

4f. 2025 SkillsUSA Illinois | The Championship 2025: Illinois' Elite Career Competitions' - \$10,000

Eric Hill Executive Director of Skills USA here to request \$10,000. Bobbi Moreland Director of Sales with Discover Peoria shared Skills USA is a partnership of students and teachers in the industry working together to ensure America has a skilled workforce and we are lucky enough to have our state office in Pekin, IL. This is the 4th year of them hosting in Peoria, its their championship event. They are estimating upwards of 5000 people this year and has grown to the 3rd largest conference held here in Peoria as far as occupancy. They also host additional skilled events throughout the year. Great partner to our community and help ensure Peoria area has a skilled workforce. Eric added they value their partnership with Peoria. We were in Springfield almost 55 years prior to coming here. The event is contracted here for 2 more years and in the process to go out for request proposals for where their championships will stay and excited for Peoria to be a part of that bid process and hopefully, we will continue to stay right here. J.D. Dalfonso added Convention/Tourism related to hotel tax can see estimated 1300 rooms at average rate of \$159, 8 percent of the revenue brings us north of the request of \$10,000, which is good RLI for the city of Peoria. This event will take place April 24-26, 2025, at the Peoria Civic Center.

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

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

4g. 2025 OVC Softball Championships - \$2,500

J.D. Dalfonso shared Ohio Valley Conference is a collegiant softball tournament residing at Louisville Slugger Sports Complex using many of the hotels out at the Shops of Grand Prairie. This is good exposure for Peoria looking to grow upon that moving forward. Will add to hospitality as well as securing what it looks like, the athletic trainer from OSF, state of local and national advertising and marketing through their efforts here. Based on the number of teams traveling here and staying over night it

is a great way to add to hospitality particularly if they have to go up for bid real soon. Should be a positive RLI request for the hotel room demand. This event will be held May 6-10, 2025.

A motion was made by Dan Kouri and 2nd Gregory Wilson.

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

5. **Unfinished Items:** None

6. **New Business:** None

7. **Public Comments:** None

8. **Next Scheduled Meeting – March 14, 2025**

9. **Adjournment:** Motion made by Gregory Wilson and 2nd by Bernice Gordon Young.