



MINUTES OF January 9, 2026

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on January 9, 2026, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:07 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

Present: Patrick Urich, (Non-Voting); J.D. Dalfonso, (Non-Voting); Marwin Spiller, (Voting)

Others Present: Alma Brown, Tony Hargrave, Kyle Cratty, Bobbi Moreland, Kelsie Barnhart, Ezra Murry, Gage Thompson, Michelle King

Absent: Dan Kouri, Gregory Wilson, Bernice Gordon-Young

2. Approval of Minutes:

A motion was made by Patrick Urich, and seconded by Marwin Spiller to approve November 14, 2025, meeting minutes, all in favor, opposed by none, unanimous approval.

3. Financial Report:

Finance Director Kyle Cratty is filling in for Angela Washington. American Rescue Plan Act (ARPA) all has been allocated from previous budget and one check remaining for event this year. The general fund balances effect for end of year 2025 before approvals today for the Local fund has balance of \$38,833, Convention fund balance \$81,718, Peoria Marketing fund is at \$274.398. After applications, if approved today all funds still in the positive. Gross Sales for HRA proceeds for hotels and restaurants, hotel trending low and finance working with entities and substantial increases should show at next meeting.

Patrick Urich motioned to receive and file, seconded by Marwin Spiller, all in favor, opposed by none, unanimous approval.

4. Items for Approval

Local Fund:

4a. Peoria Fashion Week – April 2-4, 2026, - \$5,000

Chanel Hargrave's husband Mr. Hargrave spoke on her behalf in her absence. The event has a positive impact for 309 and started at EXPO and has continually grown and held at Four Points by Sheraton last year with a great turn out and brings a lot of outside entities to the Peoria area. The request is for marketing collateral and sponsor recognition to maximize local awareness. People come from all over to participate in this event as far as Kansas and New York. Mr. Hargrave would like to continue to grow the event and make it better year after year. Marwin Spiller asked why he anticipated a bigger crowd this year. Mr. Hargrave said this is based on sign up. Will have over 2,500 attendees this year.

A motion was made by Marwin Spiller and seconded by Patrick Urich, all in favor, opposed by none, unanimous approval.

4b. MLK Luncheon – January 19, 2026, - \$5,000

Alma Brown request is for the 34th Annual event. It is now upwards to 2500 attendees and is being held at the Peoria Civic Center, this event celebrates Dr. Martin Luther King's lifelong dedication to civil rights and social justice. The event encourages equality of justice within the Peoria community and shared values and highlights Peoria's commitment to civil rights. The event honors diverse voices from all backgrounds and also encourages participation from members of the community as far as Chicago and St. Louis. Media attention outlets are NEWS 25 AND WPMV Radio who sponsor the event and goes outside of the area advertising the event. Media helps attract attendees from neighboring cities. Admission for the event is \$65 per person – tables of 10 for \$650. This request also goes towards speaker fees of \$55,000. The speaker this year will be Sunny Hostin an American lawyer, author, and television co-host on ABC's morning talk show The View.

A motion was made by Marwin Spiller and seconded by Patrick Urich, all in favor, opposed by none, with unanimous approval.

Convention/Tourism Fund:

4c. Global State – June 19-21, 2026, Up to \$20,000

Gage Thompson representing Louisville Slugger and Dir. of Sales for PACVB Bobbi Moreland shared the JP Sports and Event Management for global state event that takes place annually in June at the Slugger Complex and Eastside. In 2025 it attracted over 240 teams and expects increase in team registration in 2026 and sells out quickly. The event has become a top hotel occupancy for us in our area. JP Sports currently hosts eight tournaments at LSSC and will continue to grow. They have committed to Peoria and have signed for the complex for 2026, 2027, and 2028. JP usually asks for funds for two events, this year only asking for one event so did ask for an increase in his funding amount and still within tiered structure and with the amount of tax dollars they do return to the Peoria community. Gage Thompson shared the teams just keep growing, great event that kids love and give away \$300 value glove per kid through sponsorship with Wilson and sponsorship with JP Sports and Louisville Slugger. Bobbi Moreland also shared that the money requested goes towards promotions and any event related expenses. PACVB CEO J.D. Dalfonso shared the occupancy number was tracked and double checked prior to the meeting today and is at 90 percent area occupancy for hotel stays for Friday and Saturday in Peoria.

A motion was made by Marwin Spiller and seconded by Patrick Urich, all in favor, opposed by none, unanimous approval.

4d. Illinois State Championships – July 9-12, 2026, Up to \$9,000

J.D. Dalfonso shared this is up to \$9,000 because these next three applications, 4d-4f, are all based on tiered structures based on success of what they bring to the hotels. Bobbi Moreland also shared these next three are Top Pick Sports Productions for Perry Clark, application requests. This one is youth fast pitch and brings high volume of teams across the state of Illinois that compete in multiple age groups. Ages 10-18 years old. 95-110 teams are expected for this tournament. They do full play by bracket elimination to crown the champion and then winning title earns teams state championship recognition within USSSA. They have been hosting national championships for over 45 years. The event has seen increases every year.

A motion was made by Patrick Urich and seconded by Marwin Spiller, all in favor, opposed by none, unanimous approval.

4e. Great Lakes National Championships – July 21-25, 2026, Up to \$25,000

Bobby Moreland shared National Youth Fastpitch Championship event with participants aged 12-18. 80-100 teams from the Midwest are expected for this tournament. Gage shared this is year 10 for this event and is a week-long event. Plan to be up 10-15 more teams this year. Bobbi shared teams usually stay 5 nights; teams may be fewer however; you're still seeing a higher economic impact for this event because of the amount of time they are staying.

A motion was made by Marwin Spiller and seconded by Patrick Urich, all in favor, opposed by none, unanimous approval.

4f. All Star Games – August 8-9, 2026, – \$2,500

Bobbi Moreland shared the USSSA Illinois All-Star game is a two-day long event. This is only 50 spots per age division. This is exclusive event by invite only. The application request goes towards sponsorship for the event.

A motion was made by Patrick Urich and seconded by Marwin Spiller, all in favor, opposed by none, unanimous approval.

4g. Baptist General State Convention – June 7-12, 2026, – \$2,500

Bobbi Moreland shared this is an annual session, new event to Peoria but not to our area. It is an annual session. This is a yearly gathering of Baptist churches and their representatives across Illinois. It serves as a time for spiritual fellowship, worship, and organizational collaboration among congregations associated with the convention. This event has been held at Embassy Suites for several years and will be moving to Four Points Sheraton in June and if it goes well this event will stay in the Peoria area. They have three other events that will be hosted in downtown Peoria as well. This current event brings in about 250 people and has 420 rooms contracted and are asking for \$2500 to go directly to the hotel to offset facility expenses.

A motion was made by Patrick Urich and seconded by Marwin Spiller, all in favor, opposed by none, unanimous approval.

- 5. Unfinished Discussion Items:** Kelsie Barnhart with PACVB shared prior month reporting for Peoria Riverfront Market which had a couple weekends that were traditionally their busiest Saturdays where they had some bad weather, lots of rain so lower numbers attended, with that being said still had over 88,000 people that attended during the season and ended with overall profit just over \$3,000. 136 vendors live within our radius. A lot of people like to travel from other cities to our market one - two times a season and they have started working with a lot of our local non-profits to have tables at the events. Peoria Fine Art Fair has recognized a significant disparity between their projected attendance of 8,000 people and their actual counted attendance of 4,500. They have a new Executive Director, Megan Scott. Megan doesn't fully understand how past attendance numbers were previously calculated and this is something she will be working closely on. Dragon Boat Races collaborated with the Peoria Park District on the riverfront. The amount they were previously approved for was to purchase and store the boats for three different event dates. They projected 6000 people over six dates, they only ended up doing three dates due to their figuring out their practice and performance schedule. Looking forward to this next year they will be doing a collaborative event with the Peoria Park District to make one of those events dates, a Dragon Boat Festival Day. It is their hope that it will draw more attendance. Utsav Diwali Gala was a fund-raising event held at Peoria Civic Center with projected attendance of 2500 with actual attendance of 1200. Veterans Day Parade, the primary cost of this event is the cost of shutting down the streets for it. That is what the majority of

what the finances go to. They were able to do some marketing. The hope is for them to collaborate with some other local organizations for their next parade to be better attended.

6. New Business: None

7. Public Comments: None

8. Next Scheduled Meeting: Friday, February 13, 2026.

9. Adjournment: Meeting adjourned by Patrick Urich and seconded by Marwin Spiller at 10:00 a.m.

Motion carried unanimously.