MINUTES OF MARCH 15, 2019
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on March 15, 2019 in Room 110 at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The meeting was called to order at 9:00 a.m. by Chairman Don Welch.

1. ROLL CALL:

   Present: Don Welch, (Non-Voting); Bill Spears, (Voting); Denise Moore (Voting); Marwin Spiller, (Voting); Dan Kouri, (Voting); Gail Hedrick; Cara Allen; Shawn Schooner.

   Absent: Denis Cyr

   Others Present: Nate Heinold, Sarah Varnes

2. APPROVAL OF MINUTES:

   • A Motion was made by Bill Spears and 2\textsuperscript{nd} by Denise Moore to approve the Minutes to the February 8, 2019 meeting:
     
     Approved by Roll Call Vote: Passed
     Yeas: Kouri, Moore, Spears, Spiller
     Nays: None

3. FINANCIAL REPORT:

   Shawn Schoonover provided an overview of the Financial Report.

   Local Fund:
   Beginning Balance: $79,733
   Grant Request: $15,000
10% - (Non Civic Center) Fund:
Beginning Balance: $11,283
Grant Request: $15,000

Peoria Marketing Fund:
Beginning Balance: $328,860
Grant Request: $52,068

Dan Kouri motioned to receive and file and 2nd by Marwin Spiller

4. ITEMS FOR APPROVAL:

Local Fund Applications:
4a. 2019 Unity Point Red, White & Boom
   Amount Requested: $15,000 / Substitute Motion $12,000 – Passed

Sarah Varnes, Alpha Media, stated that this year will be their 33rd year for the Unity Point Red, White and & Boom fireworks event. They are requesting $15,000 for this event and Unity Point has been also secured for the Peoria area this year. It is anticipated that once again it will be a very large crowd of 200,000 people between the cities of Peoria and E. Peoria.

Alpha Media pays Melrose to put on the fireworks event, it was also noted that the Park District assists in providing manpower on the Riverfront area. There are no major hurdles on this year. Since the 4th of July is on a Thursday this year there will be concerts:
   • Wednesday night (Concert Booked), July 3rd;
   • Thursday night July 4th - Fireworks with synchronized music and Riverfront Concert by Hairbanger’s Ball
   • Friday night July 5th – Riverfront Concert by Too White Crew

According to Sarah, the two (2) concerts are usually the biggest draw in the summer. It is projected for this year that $185,000 in event sponsorship will be secured, along with $5,000 from the Park District, and they would like to secure from Public VIP, about $17,000 with ticket sales. On this year they would like to have some type of social medial campaign to reach out to Springfield and the Quad cities in order to expand their outside marketing.

Additional discussion was held about the type of grant application submitted to E. Peoria for the Unity Point Red, White & Boom. The TRF Committee was advised that the City of E. Peoria receives the same type of grant application that the City of Peoria receives but in the amount of $12,000. A request was made to change the Local Fund application for Unity Point Red White & Boom to the amount of $12,000 instead of $15,000.

A Substitute motion was made by Bill Spears for $12,000 and 2nd by Denise Moore.
   Approved by Roll Call Vote: Passed
      • Yeas: Moore, Kouri, Spears and Spiller
Nays: None

10% Fund Applications:
Resubmissions with added detail (originally submitted 02/08/19)

   Amount Requested: $7,500 – Passed

Nate Heinold provided a video presentation for the 2019 Ledgestone Insurance Open and said the Ledgestone budget is around $375,000 which is a separate budget from the World Championships. The Ledgestone Open is a worldwide disc golf event which takes place every summer in Central Illinois and attracts players from every state and six different countries. This tournament also uses six (6) courses in Central Illinois.

According to Mr. Heinold, they are utilizing the PACVB housing reservation system and hotels reservations have already been secured.

   A motion was made by Marwin Spiller to approve $7,500 request and seconded by Bill Spears

   Approved by Roll Call Vote: Passed
   o Yeas: Moore, Kouri, Spears and Spiller (4)
   o Nays: None

4c. 2019 Professional PDGA Disc Golf World Championships – 08/10/19 to 08/17/19
   Amount Requested: $7,500 – Passed

Nate Heinold provided a video presentation for the World Championships. Mr. Heinold noted this was the 1st time Illinois will host the Pro World Championship and the current budget is around $100,000. For this tournament, there will be 300 players, from 15+ countries along with 5,000 spectators, and 5 different video companies filming and promoting different areas. There will be the World Disc competition, the Punting Championships, mixed world doubles.

Mr. Heinold explained he has put a lot of work in the World Championship and has become a National event and also noted that they utilized the PACVB housing system and already have the hotel rooms booked by players.

   A motion was made by Marwin Spiller to approve $7,500 request and seconded by Bill Spears.

   Approved by Roll Call Vote: Passed
   o Yeas: Moore, Kouri, Spears and Spiller (4)
   o Nays: None

Peoria Marketing Fund:
Total Amount Request: $52,067.50 / Revised Amount Approved: $43,067.50 - Passed
Cara Allen spoke on behalf of the Peoria Marketing Fund and explained that she has an opportunity to apply for a Grant from the State and has already completed the application which is due today. She is requesting from the TRF one-half (1/2) of what the total project amount being requested because the State Grant, if accepted, would provide the other half. Cara noted they are trying to utilize their Marketing Partnership Grant which is new to them and allows the Peoria Funds to be doubled by the Grant.

4d. 2019 Billboard Leisure Campaign:
   Amount Requested: $15,500

Cara Allen noted the disclaimer on the Billboard Campaign. “They will be asking the state to match our buy through a new grant. They don’t know when the “yes/no” will come, so specific locations of the Billboards may change based on availability.” Cara said she spoke with someone at the Riverfront Museum and the Peoria Civic Center to try and see what can best enhance what they are already doing.

4e. 2019 Broadway:
   Amount Requested: $8,000

Cara Allen said they are looking at doing two (2) Billboards to promote the Peoria Civic Center Broadway Series in high-traffic locations which would allow for a large draw from the Quad Cities. They also want to pull in the Broadway visitors for overnight stays because the Broadway Series has been growing.

4f. 2019 Peoria Riverfront Museum
   Amount Requested: $2,425

Cara reported the Peoria Riverfront Museum is a big draw for Bloomington and Galesburg, however they were not able to find any bill boards near Galesburg available. However, Bloomington is a prime spot and really want to get something by Normal Community West High School. They would be able to advertise to people traveling up and down the State.

4g. 2019 Peoria Campaign:
   Amount Requested: $5,075

The Peoria Leisure Campaign would bring people in for outdoors type of entertainment which would include Broadway, PRM, Caterpillar Visitor’s Center, Peoria Chiefs, Zoo and maybe a few other things showcasing that Peoria is a destination full of attractions. So one billboard would be along I-55 and the other near the Quad Cities Metro area.

There was additional discussion about how to process this request since this was predicated on the State Grant approval. It was noted, there would be a report back about the Grant from the State and
if it was not approved, they will not be coming to the Peoria Marketing Fund for full funding. They will drop these plans altogether.

4h. 2019 ADARA:
   Amount Requested: $12,500

Cara Allen shared that ADARA is the Research campaign which they will be working with. The Civic Center, in their current budget, does not market in this area. In seeking grant funds, they would like to target the overnight travelers. The travelers that are searching for hotels or flights to Peoria as well as those who have previously stayed overnight.

4i. 2019 Broadway Digital:
   Amount Requested: $7,200

Broadway Digital is a billboard campaign that will encompass a bunch of different ideas. It will target potential season ticket buyers for the Peoria Civic Center’s Broadway Series. They would do the designs and work closely with the Civic Center. The Civic Center does not market in this area and according to Cara, they would like to draw the overnights to the City.

4j. 2019 Meetings and Conventions Peoria Civic Center Special Offer Campaign:
   Amount Requested: $7,987.50

The Meeting and Conventions campaign would target meeting and convention planners in the suburbs of Chicago.

4k. 2019 Pole Banners for Incoming Groups: $9,000
The Pole Banners would be utilized to welcome incoming groups to Peoria and show them that Peoria welcomes them and values their business. It was noted that Pole Banners are the only item in the requests that are not Grant Eligible with State Grants. It was determined that the full $9,000 for the Pole Banners request will have to come out of the Peoria Marketing Fund since it is not eligible for State funds. Everything else will be 50/50 with the State. The approved amount will be $43,067.50 and hopefully the State will match the amount.

A motion was made by Bill Spears and 2nd by Dan Kouri to approve the amount of $43,067.50 if the State approve matching amounts. This amount does not include the $9,000 for the Pole Banners.

   Approved by Roll Call Vote: Passed
   ○ Yeas: Moore, Kouri, Spears and Spiller
   ○ Nays: None

A motion was made by Bill Spears and 2nd by Marwin Spiller to approve $9,000 for the Pole Banners.

   Approved by Roll Call Vote: Passed
   ○ Yeas: Moore, Kouri, Spears and Spiller
     Nays: None
5. **UNFINISHED ITEMS:**

6. **NEW BUSINESS: - Deferred Until Next Meeting**
   
   1. Should there be caps on requests? Denis Cyr
   2. Should there be a list of items that funds cannot be used for? Don Welch
   3. Should 10% requests require a budget? Denise Moore
   4. Should funding requests be capped at the estimated HRA taxes generated? Shaun Schoonover

7. **PUBLIC COMMENTS:**

   None

8. **ADJOURNMENT:**