



**REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
MONDAY, MAY 12, 2025
12:00 PM**

1. Call to Order

2. Approval of Minutes

2.1. Minutes of the Regular EDAC Meeting held on March 10, 2025

3. Public Input

4. Reports

4.1. Monthly Staff Report

4.2. Strategic Plan Scorecard

4.3. Greater Peoria EDC Report

5. New Business

5.1. TIF Program Funding Recommendations for FY26

5.2. Lutticken Development Vision

6. Any Other Business to Come Before the Committee

7. Adjourn

EDAC Meeting Minutes
March 10, 2025

Call to Order

The regular meeting of the Economic Development Advisory Committee was called to order at 12:00PM. A quorum was declared by D. Leman.

Attendee Name	Organization	Title	Status	Arrived
Roy Bockler	Economic Development Advisory Committee	Member	Absent	
Caty Campbell	Economic Development Advisory Committee	Member	Present	Noon
John Campbell	Economic Development Advisory Committee	Member	Absent	
Buster Hanley	Economic Development Advisory Committee	Member	Present	12:05pm
Drew Leman	Economic Development Advisory Committee	Member	Present	Noon
Amy McCoy	Economic Development Advisory Committee	Member	Present	Noon
Danielle Owens	Economic Development Advisory Committee	Member	Present	Noon
Earl Riley	Economic Development Advisory Committee	Member	Absent	
Liridon Rrushaj	Economic Development Advisory Committee	Member	Present	Noon
Dennis Short	Economic Development Advisory Committee	Member	Present	Noon
Jack Steger	Economic Development Advisory Committee	Member	Absent	

Others in attendance:

Josh Wray – Director of Economic Development, John Dossey – City Manager, Mary Burress – Mayor

Approve Agenda and Meeting Minutes

3.1 Minutes of the Regular EDAC Meeting on February 10, 2025

A McCoy motioned to approve the agenda and meeting minutes from February 10,2025, seconded by C Campbell. Motion passed by voice vote.

Public Input

None

Presentations and Reports

5.1 Strategic Plan Scorecard

Mr. Wray reported that the Strategic Plan was received and filed by City Council at the last meeting. Open to feedback on the proposed scorecard.

Suggestion from the committee to include a source on where the baseline numbers come from.

5.2 Staff Report

Mr. Wray provided an overview of the included staff report.

5.3 Greater Peoria EDC Report

Mr. Setti was unable to be in attendance today, but updates from Greater Peoria EDC are included in the packet for review.

Unfinished Business

6.1 Recommendation for TIF Residential Renovation Program Policy

City Council tabled this item until tonight's meeting and provided recommendations for updates and discussion for this committee, as included below:

Lower maximum award for rental units of \$30,000

No more than 50% of program budget can go to one developer in a given year

Prohibition of owner-occupied projects from becoming rental within 5 years of incentive payment

Personal guarantee required for all incentive agreements

Recording agreements against property

The contractor that initially brought this idea forth was present and questioned the recommended cap. Discussion held by members of the committee.

Committee members discussed the considerations of cost to the city for properties sitting empty including code enforcement, demo, unpaid bills, mowing, and inspections.

Neighbors may consider spending money to update their own properties as they see other properties improve.

Committee in favor of the concept of a program, but suggest reassessing the program after a few months to see if it is effective, since there is concern about the maximum award amount.

New Business

7.1 Presentation and Recommendation of a 3-Year Marketing Campaign

Beth and Jacob from McDaniels Marketing presented a talent and business attraction marketing plan based on survey results from 21 leaders in the City of Pekin, which is included in the packet.

Feedback from committee members that there have been many proposals in the past, but then nothing happens. Many comments about the need to spend the money to promote Pekin, especially with the Choose Peoria initiative and other school districts continued growth. Mr. Dossey agrees and encourages members to be more vocal and ensure their voices are heard.

Motion to proceed with recommendation of the 3-year marketing plan by D Owens, seconded by B Hanley. Motion unanimously approved by voice vote.

7.2 Recommendation to Engage Retail Strategies for Retail Business Recruitment Services

John from Retail Strategies presented a recruitment services plan, which outlines how they conduct their market analysis and use the data and proprietary tools to identify potential

opportunities. John also reviewed the process their team goes through as well as what reporting and collaboration would look like along the way.

A McCoy motions to recommend a three-year engagement with Retail Strategies, seconded by D Short. Motion unanimously approved by voice vote.

Any Other Business to Come Before the Commission

None

Adjourn

Motion to adjourn the meeting by A McCoy at 1:39 P.M., seconded by C Campbell. Motion approved by voice vote.

The next regular meeting is scheduled for Monday, April 14, 2025 at Noon in the City Council Chambers.



REQUEST FOR COUNCIL ACTION

Agenda Date: May 12, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Monthly Staff Report

DESCRIPTION:

Commercial

- Cullinan still plans to open Marshall's, Ross, and Five Below in fall 2025. Construction is ongoing.
- The Bob Evans property renovation is near completion for its new restaurant tenant.
- City Council voted to approve the accelerated purchase of the Luticken property and, simultaneously, a land sale of approximately a third of the property to the technology park developer for the same cost per acre as the City's purchase for a total sale price of \$4.5 million. The first buildings are expected to go up in 3 years, and full development is planned for 5 years. Staff estimates the property will generate \$20 million of annual property taxes and employ over 100 jobs at full development.
- City Council approved the 3-year agreement with Retail Strategies to attract new retail businesses at the regional and national level. Staff had a kick-off meeting with the team, and we will be represented by them at the International Council of Shopping Centers (ICSC) conference in Las Vegas.

Industrial

- Ambient Fuels is working on their plant design.
- Epic Medical plans to submit their site plan for review at the June ZBA meeting.
- GPEDC was awarded \$40,000 to market industrial sites, and staff will be attending a meeting with them this month to determine how to spend it.

Residential

- Staff had a very preliminary discussion with a confidential, residential developer who may be interested in the Luticken property on the north side of the lake. They will probably wait until the interchange and Veterans Drive extension are complete to buy any land.

City Projects / Initiatives

- The next phase of Court Street, from Stadium to 10th was awarded as one project but will be done in two phases. This year, we plan to compete 14th-Stadium as well as the federal

project from 8th-10th. The middle portion from 10th-14th will be in 2026. This will allow for proper traffic control between the projects, especially during Marigold Festival.

- The City has been working to correct ADA issues in the downtown area per the ADA Transition Plan. We intend to spend over \$500,000 this year on improvements.
- City Council approved the 3-year marketing agreement with McDaniels, and staff had a kick-off meeting with them. A survey about the City's brand was sent to the EDAC.

Other

- We intend to put an RFQ out by the end of May to retain an engineering firm to permanently serve as the city engineer, which will allow for greater flexibility as workload ebbs and flows, and it will provide greater expertise in having a team of engineers in various disciplines as opposed to a single engineer on staff.
- We hired a new public works director, Simon Grimm.

	Plan ID	Objective	Baseline	Goal / Deliverable	Target Date	Status
2025	G2 S3 O3	Finish reorganization of Riverway Business Park regulations.	Land covenants in place	Record covenant removal	Q1 2025	Complete
	G1 S2 O1	Identify target industries.	None	Industry list	Q2 2025	None
	G1 S2 O2	Fund at least \$40,000 annually for multi-year economic development marketing plan.	-	\$40,000 in budget	Q2 2025	Complete
	G1 S2 O4	Identify and perform retention visits with top 10 employers and top 10 tax revenue generating businesses.	-	All visits complete	Q2 2025	Businesses identified
	G2 S1 O1	Maintain memberships with regional and national economic development organizations.	Pekin Chamber; GPEDC, PACVB	Chamber, GPEDC, PACVB, IEDA, APA	Q2 2025	Funding in FY25 budget
	G2 S2 O3	Spend at least \$5 million annually for infrastructure improvements.	-	End of FY Review	Q2 2025	Funding in FY25 budget
	G3 S1 O3	Create user-friendly website for available properties, incentives, and workforce info.	Pages for incentives, RWBP, and Luticken	Website live	Q2 2025	New City website design started
	G2 S1 O4	Stand-up cooperative with neighboring cities and taxing bodies regarding the Luticken Property development.	None	First meeting report	Q3 2025	None
	G3 S1 O1	Publish small business resource webpage.	Webpage with list of resource links	Final webpage live	Q3 2025	Webpage with list of resource links
	G3 S3 O2	Full staff development related positions.	Vacancies in engineering and building	All positions filled	Q3 2025	Vacancies in engineering and building
	G1 S1 O6	Create multiyear tourism strategy.	None	Strategy adoption	Q4 2025	Complete
	G1 S2 O2	Attend 2 regional or national trade shows per year.	-	2+ shows/events	Q4 2025	0
	G2 S3 O1	Maintain building code updated to one of most recent two code cycles.	2015 ed.	2021 ed.	Q4 2025	2015 ed.
	G3 S1 O2	Host town hall regarding business / development topics.	-	Townhall event	Q4 2025	none
G3 S3 O1	Send development staff to professional development training at least annually.	-	Training completion	Q4 2025	Complete for 2025	
G3 S3 O3	Retain outsourced engineering and law firms to handle spikes in development activity.	Law firm retained	Agreements approved	Q4 2025	Law firm retained	
2026	G2 S2 O4	Identify opportunities for improvements to railroad, airport, and river transportation systems.	-	Opportunity list	Q1 2026	-
	G1 S1 O5	Create entrepreneurship program.	Sponsor to SmartStart	Program kick-off	Q4 2026	Sponsor to SmartStart
	G2 S2 O2	Complete proactive engineering studies for available sites of 10+ acres.	None	All studies complete	Q4 2026	None
	G3 S2 O1	Publish commercial/residential development guides to create centralized sources for development regulations.	-	Guides published	Q4 2026	-
G3 S2 O2	Consolidate permitting and licensing systems.	Three separate systems	System launch	Q4 2026	Three separate systems	
2027	G2 S2 O1	Complete a new comprehensive land use plan.	-	Plan adoption	Q4 2027	-
2028	G2 S3 O2	Perform holistic review of zoning code and make recommendations for changes to modern regulations.	-	ZBA recommendation	Q4 2028	-
2023	G1 S1 O1	Net 100 additional homes including 20 multifamily units.	-	100	Q4 2030	1
	G1 S1 O2	Net \$18 million increase in industrial EAV.	\$12,078,077	\$30,078,077	Q4 2030	\$12,078,077
	G1 S1 O3	Reduce retail trade gap by 20%.	\$51,560,963	\$41,248,770	Q4 2030	\$51,560,963
	G1 S1 O4	Net 100 additional jobs.	10,729	10,829	Q4 2030	10,729
ongoing	G2 S1 O2	Participate in creation of Comprehensive Economic Development Strategy with Greater Peoria EDC	-	CEDS update	ongoing	Attended March mtg
	G2 S1 O3	Attend regional economic development meetings or events at least monthly.	-	Event report	ongoing	2



REQUEST FOR COUNCIL ACTION

Agenda Date: May 12, 2025
To: Members of the Economic Development Advisory Committee
From:

AGENDA ITEM: Greater Peoria EDC Report

DESCRIPTION:

[GPEDC Weekend Update - April 17, 2025](#)

[GPEDC Weekend Update- April 25, 2025](#)

[GPEDC Weekend Update- May 2, 2025](#)

[GPEDC Weekend Update- May 9, 2025](#)



REQUEST FOR COUNCIL ACTION

Agenda Date: May 12, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: TIF Program Funding Recommendations for FY26

DESCRIPTION: The City Council adopted the FY26 annual budget, which includes \$400,000 for TIF / BDD incentives available for new projects. Staff would like to take a set of recommended programs and funding levels to Council for approval before opening up applications in June. The following programs are contemplated:

- Building Improvement Program - making spaces occupiable; preference to add new business or expand existing business
- Business Assistance Program - small grants to help businesses in financial need with small repairs to their building (e.g, leaking roof)
- Demolition Program - removing blighted buildings and cleaning-up properties; could be City-owned or privately-owned
- Residential Renovation Program - helping the middle-housing market by incentivizing renovations of vacant, dilapidated houses
- Investment Program - bringing in business that would earn the City a positive ROI via increases to sales tax, food/beverage tax, liquor tax, etc.; would generally be structured as a forgivable loan
- High-Impact Development Program - bringing-in development that has a great impact to the community, such as adding jobs, new housing, anchors/attractions, etc.

The Committee is welcome to discuss other ideas for programs. The program funding would give staff direction on how this money is to be spent and would segregate classes of development to ensure we can have some money for business attraction, some for business retention, some for commercial, some for residential, some for big development, and some for small. Of course, if the Committee finds it in the best interest of the community to only focus on one or two of these, that recommendation can be made as well. Council approval of program funding would not necessarily lock-in that funding (e.g., we could hold off on demolitions if there is a desire to use that money to fund a high-impact development). A majority of City Council ultimately can spend this money on any TIF-eligible expense provided it is within budget rules.

Staff's initial recommendation would be for the following allocation:

- Building Improvement Program - \$100,000 (call for projects)
- Business Assistance Program - \$50,000 (rolling basis)
- Demolition Program - \$50,000 (rolling basis)
- Residential Renovation Program - \$100,000 (call for projects)
- Investment Program - \$100,000 (rolling basis)
- High-Impact Development Program - \$0

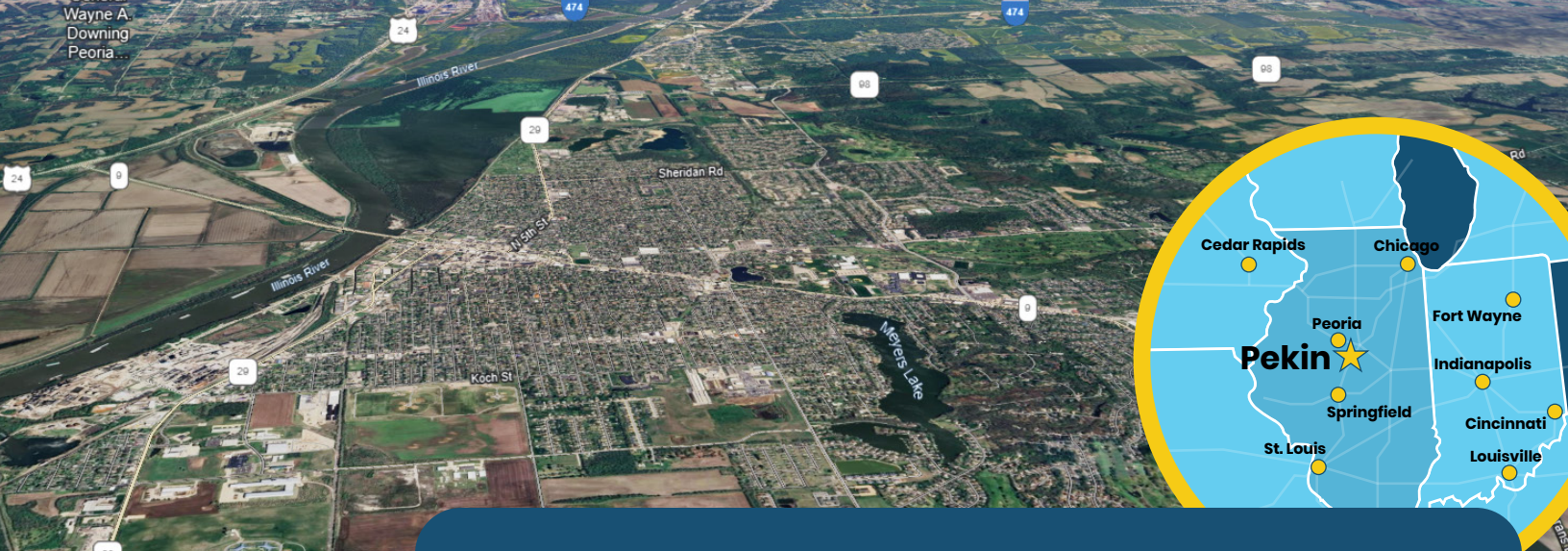


REQUEST FOR COUNCIL ACTION

Agenda Date: May 12, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Lutticken Development Vision

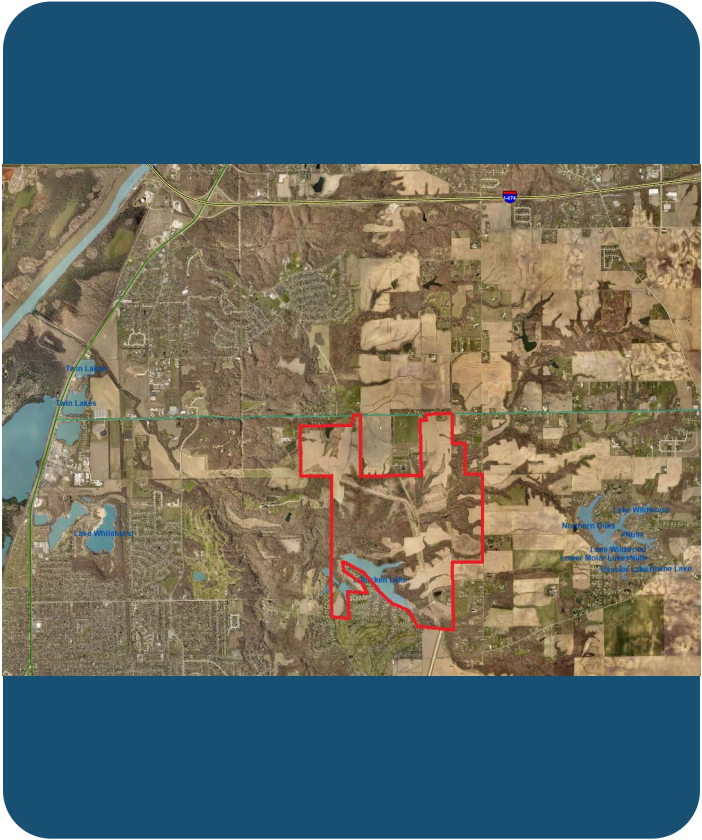
DESCRIPTION: Now that the City has accelerated the purchase of the Lutticken property, staff would like EDAC to start discussing the long-term vision for the development of the area. This will include future land use plans, recommended spending priorities, potential TIF district creation, identification of roadblocks to development, etc. Several maps of the property are attached for reference.



Lutticken Farm

IL Hwy 98 • Pekin, IL 61554

1,000 acres recently acquired by the City for future development. City plans include extension of Veterans Drive through the property to I-474 (interchange already platted by IDOT). Ripe for mixed-use development with a City vision for residential around the lake and commercial along Veterans Drive.

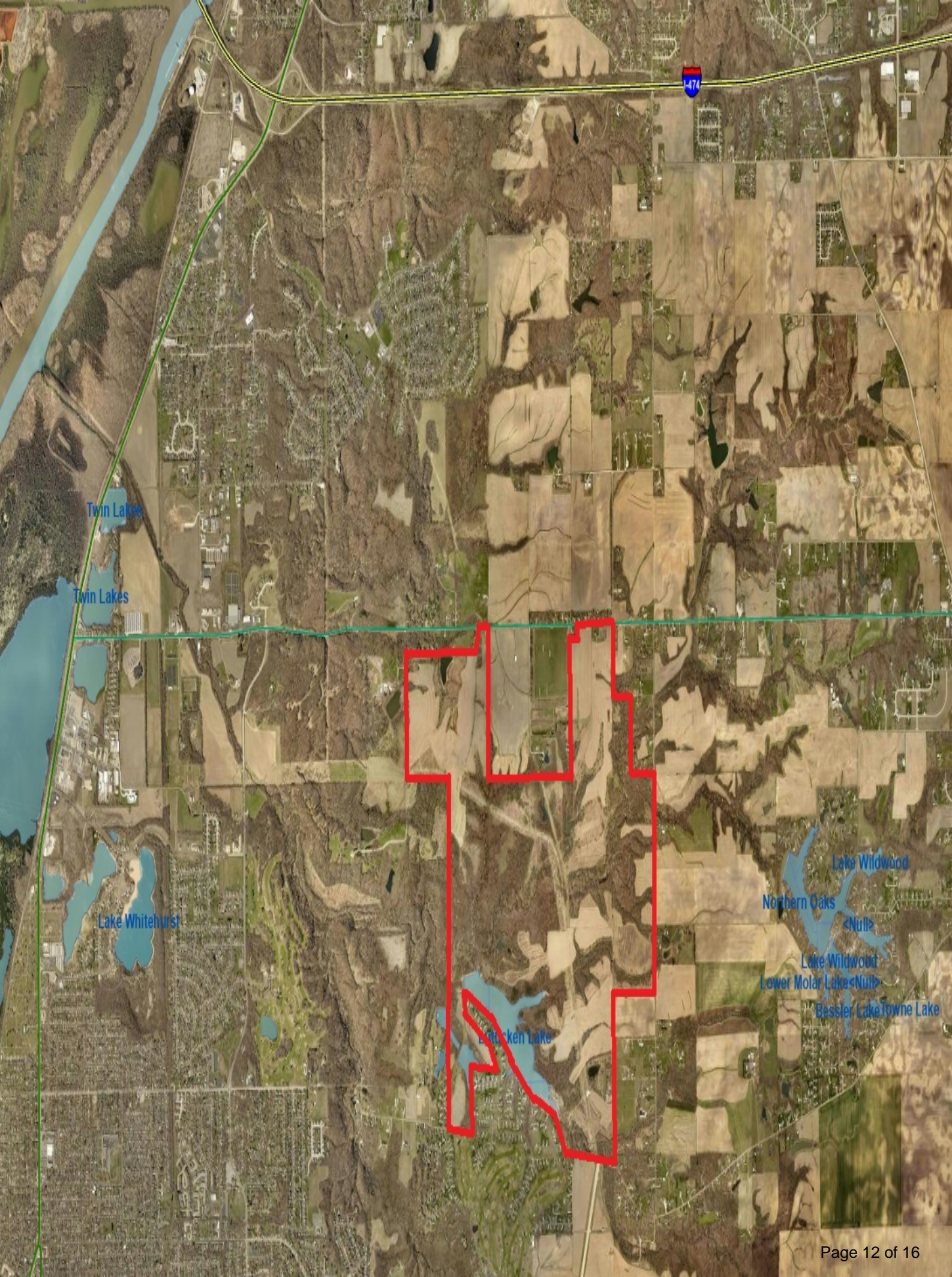


Property Details:

- PRICE:**
\$14,000/ac negotiable
- SIZE:**
997 acres
- GRADE:**
Variable
- ZONING:**
Agriculture / Estate
- WATER:**
Illinois American Water (at site)
- SANITARY:**
City of Pekin - 15" main at site
- ELECTRIC:**
Ameren - 13.2 69, 138, and 345 kV at site
- HIGHWAY:**
Frontage on IL 98
I-474 – 6 miles
I-155 – 11 miles
- RAIL:**
N/A
- PORT:**
Peoria River Terminal – 9 miles
- AIRPORT:**
Pekin Municipal Airport – 7 miles
Peoria International Airport – 10 miles
- INCENTIVES:**
TIF District (partial)



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Twin Lakes

Twin Lakes



Lake Whitehurst

Lutchen Lake

Lake Wildwood

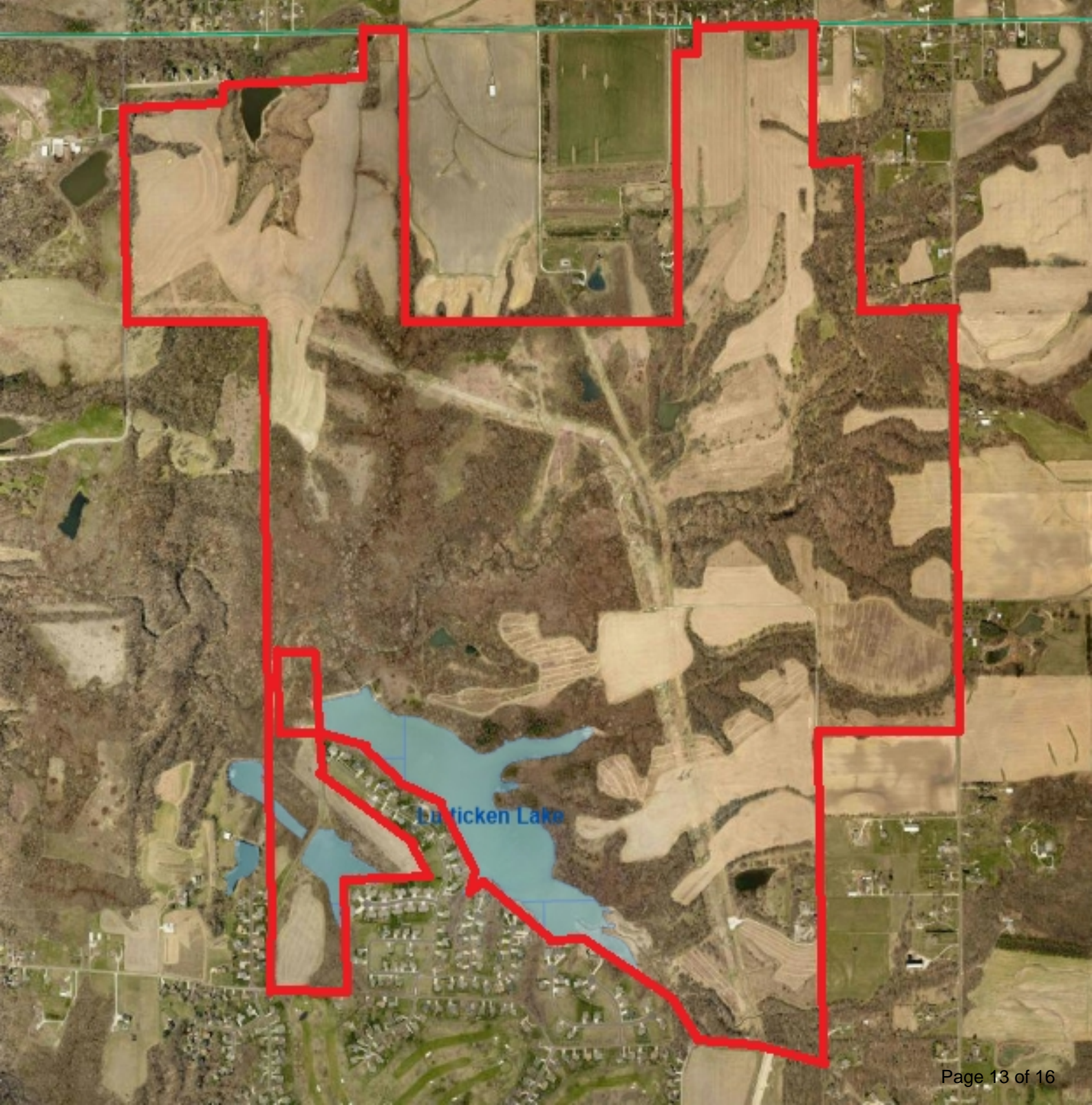
Northern Oaks

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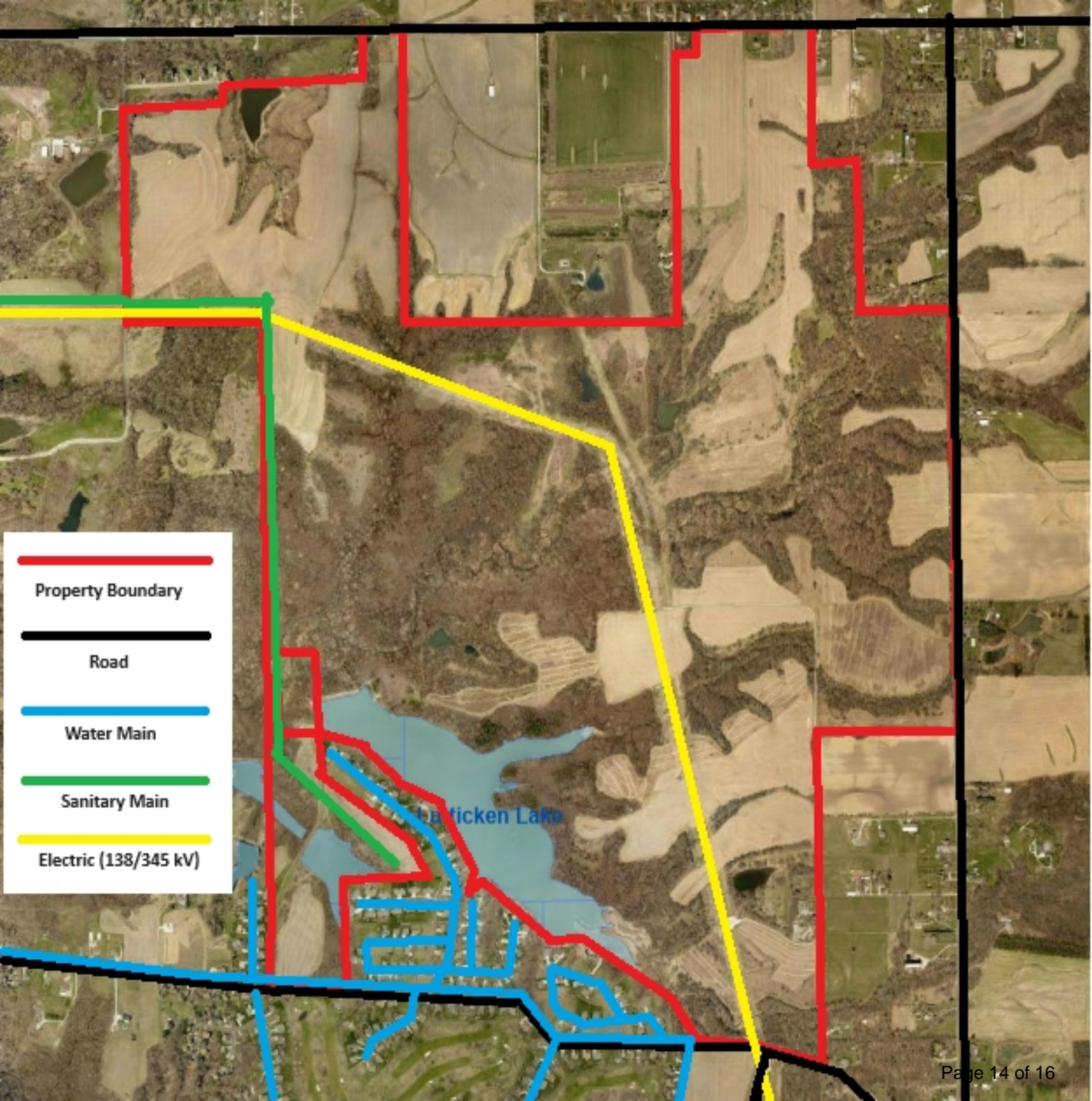
Lake Wildwood

Lower Molar Lake

Bessler Lake Towne Lake



Luticken Lake



Property Boundary

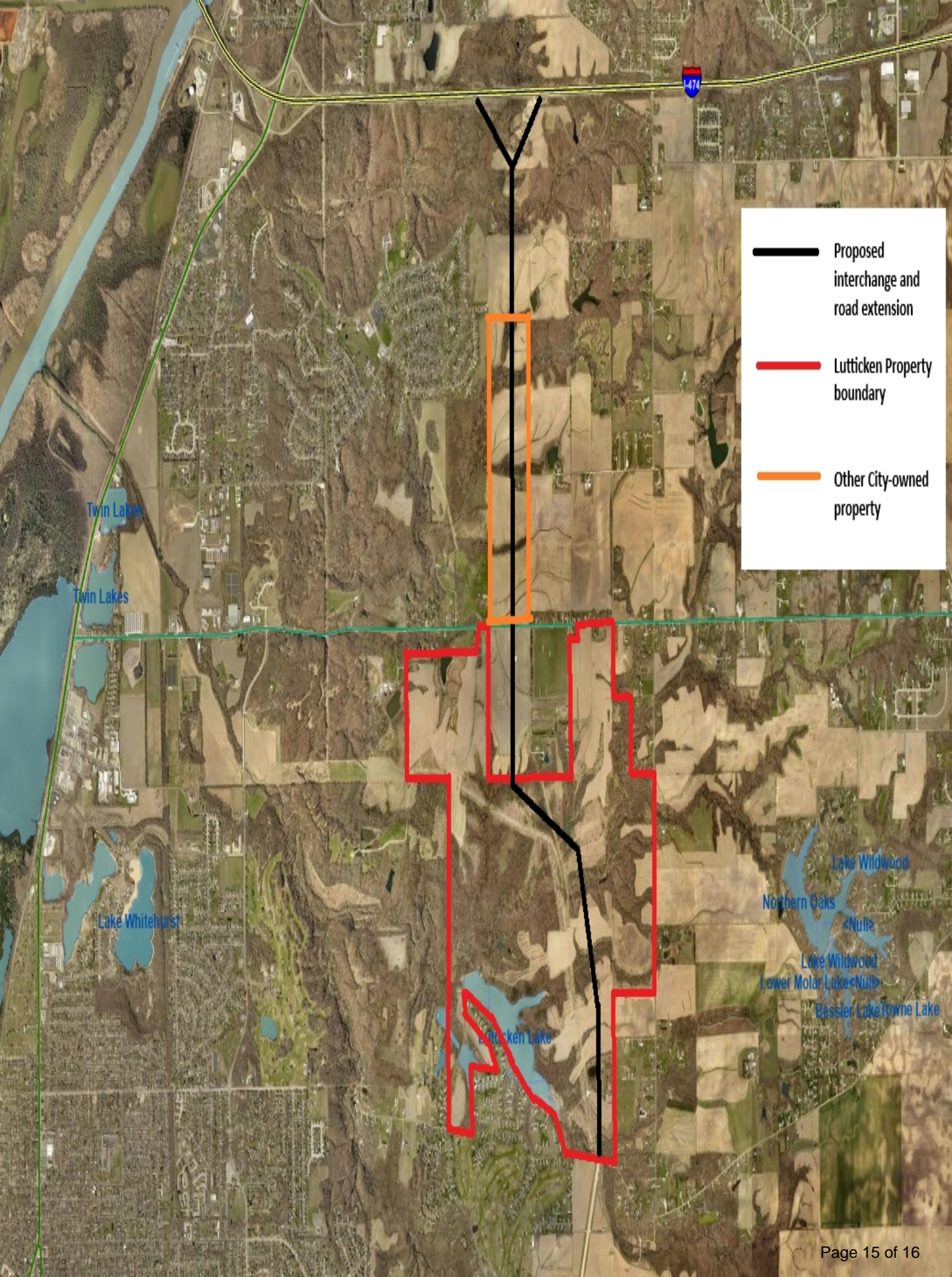
Road

Water Main

Sanitary Main

Electric (138/345 kV)

Hickman Lake



- Proposed interchange and road extension
- Lutticken Property boundary
- Other City-owned property

Twin Lakes

Twin Lakes

Lake Whitehurst

Lutticken Lake

Lake Wildwood

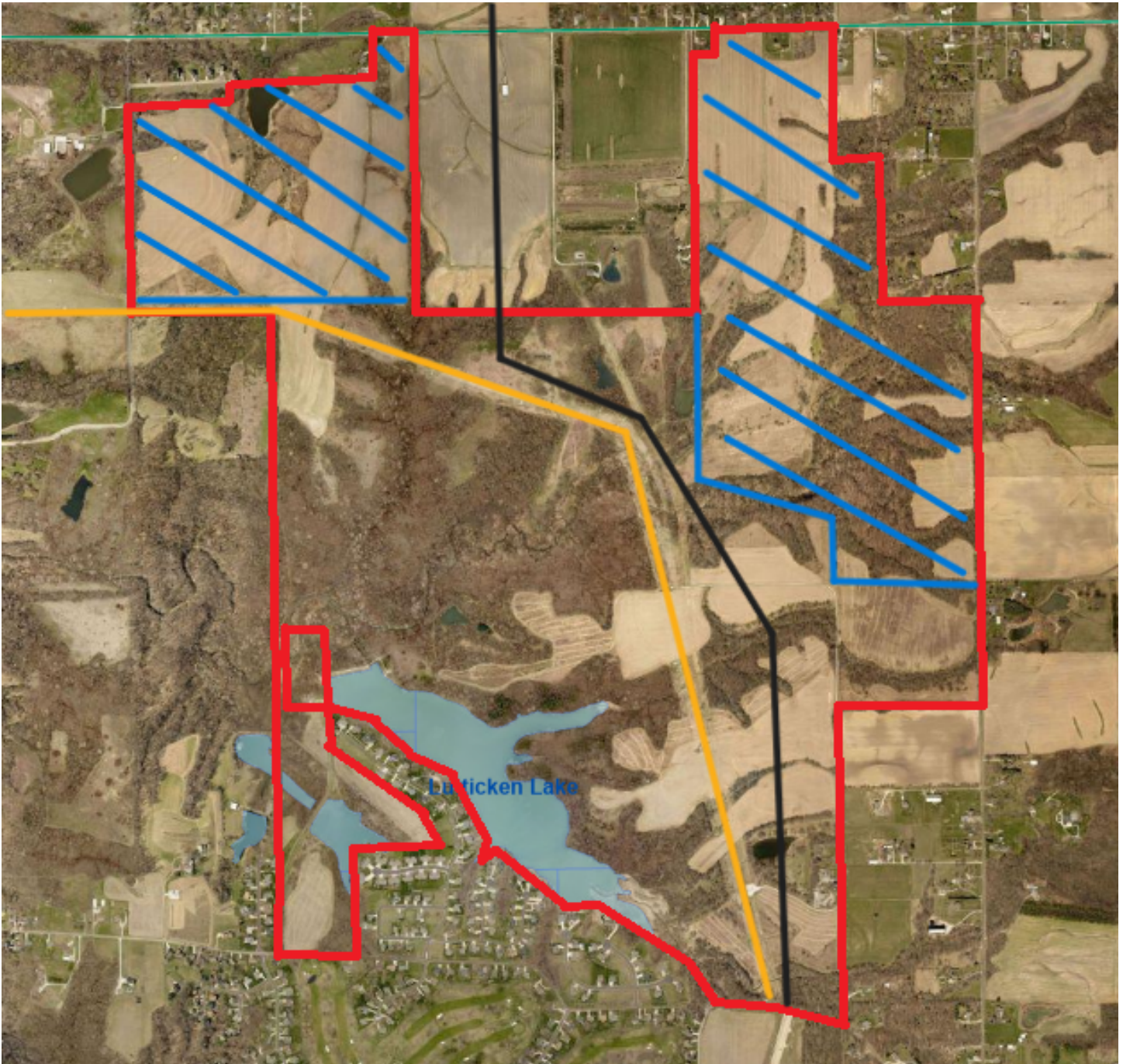
Northern Oaks

Lake Wildwood

Lower Molar Lake

Bessler Lake Towne Lake

Pekin Technology Park
Concept Map



- Red – Luticken Farm boundaries
- Black – future Veterans Drive extension
- Yellow – Ameren electric transmission lines
- Blue – Property to be sold for technology park