



City of Pekin

REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING MONDAY, AUGUST 12, 2024 12:00 PM

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Motion to Approve the Regular Meeting Minutes of July 8, 2024

4. Public Input

5. Consent Agenda

5.1. Monthly Staff Report

5.2. Greater Peoria EDC Quarterly Report

6. Unfinished Business

6.1. Strategic Planning - Measurable Objectives

6.2. Airport/Port Opportunities

6.3. Downtown Outdoor Seating

7. New Business

7.1. Lutticken Property

7.2. Marketing Strategy

8. Any Other Business to Come Before the Committee

9. Adjourn



City of Pekin

**PROCEEDINGS OF THE REGULAR MEETING
OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF THE CITY OF
PEKIN, ILLINOIS,
HELD IN THE COUNCIL CHAMBERS OF CITY HALL
111 S. CAPITOL ST
ON MONDAY, JULY 8, 2024 AT 12:00 PM**

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	Present	Noon
Caty Campbell	Economic Development Advisory Committee	Member	Present	Noon
John Campbell	Economic Development Advisory Committee	Member	Present	Noon
Buster Hanley	Economic Development Advisory Committee	Member	Present	12:15
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	Present	Noon
Liridon Rrushaj	Economic Development Advisory Committee	Member	Absent	
Dennis Short	Economic Development Advisory Committee	Member	Absent	
Jack Steger	Economic Development Advisory Committee	Member	Present	Noon
Pat Taphorn	Economic Development Advisory Committee	Member	Absent	

Others in attendance:

City Manager John Dossey, Director of Economic Development Josh Wray, and Chris Setti of Greater Peoria EDC.

Approve Agenda

D. Owens motioned to approve the agenda, seconded by A. McCoy. Motion passed by voice vote.

Mr. Bockler recommended item 7.1 be pulled from the agenda due to short notice. He also noted that on the agenda it is called High Impact Business Incentive Program, but the included document is titled High Impact Business Program.

Approval of Minutes

3.1. Motion to Approve the EDAC Regular Meeting Minutes of May 13, 2024

E. Riley motioned to approve the minutes of the May 13, 2024 meeting, seconded by C. Campbell. Motion passed by voice vote.

Public Input

None.

Consent Agenda

A. McCoy motioned to approve Consent Agenda, seconded by D. Owens. Motion passed by voice vote.

5.1. Monthly Staff Report

Mr. Wray provided an overview of the report. He states that workforce information could be obtained from GPEDC, as they just put out a report on this. US Census data shows that Pekin is right about in the middle compared to surrounding areas.

Mr. Wray attended GPEDC's Agtech event and met with iFAB Tech Hub director. They were recently granted about \$50M funding to do their work, focusing on development.

At the request of Mr. Bockler, Mr. Wray provided a quick highlight/overview of the presentation that was given as part of the panel presentation that he participated in at the recent ILCMA conference.

5.2. Monthly Financial Report

Mr. Wray provided overview of the monthly financial report and clarified any questions.

Unfinished Business

6.1. Strategic Planning

The committee discussed the current goals and Mr. Wray suggested cutting one strategy from each Goal 2 and Goal 3. The following suggestions were made by the committee:

Updates for Goal 1:

- Suggestion to update wording for Strategy 2 to read "lead collaborative

efforts in Tazewell County"

- Suggestion to combine Strategy 1 and Strategy 3

Updates for Goal 3:

- Suggestion to combine Strategy 1 and Strategy 3

Mr. Wray explains that the next step is to generate one or two measurable objectives and bring ideas to the next meeting. There was a recommendation that Mr. Wray makes updates noted above and then sends out strategies as a Google Doc, so members can add their ideas for objectives underneath those strategies.

6.2. Motion to Recommend the High Impact Business Incentive Program

Mr. Wray provided a quick overview of the proposed program and provided a copy for each committee member. Discussion on whether a safeguard should be put in. Mr. Wray explains that it is intentionally worded to be flexible to an extent but that it can be reworded as the committee sees fit. Ultimately, it will still need approved by Council before it is implemented.

Group discussion regarding the first criteria listed for Central Business District that a building must be unoccupied for 6 months or more. The group weighed the pros and cons and ultimately there was an agreement among the group to update the requirement to 90 days.

Mr. Wray asked for input on the minimum job requirements listed. Group discussion around what might make the most sense for FTE, part-time, etc.

Mr. Setti offered to look into how ICC figures this.

Suggestion to add a definition for FTE (full-time equivalent) to the list of definitions on the first page to add clarity.

D. Owens motions to approve and B. Hanley seconded. Motion approved by voice vote.

New Business

7.1. Motion to Recommend Project Priorities for the TIF Building Improvement Program

Mr. Wray reviewed the applications received. Mr. Bockler made a suggestion for having a checklist for each application (if they received money in the past, the amount if so, if they are current with the city, etc.). Discussion on how the commission would recommend splitting the funds, who has received money in the past, what they think about the current recommended ratings and any considerations for re-ranking the list of applicants.

R. Bockler noted that he abstained from all ranking discussion and votes because he feels the Committee did not have adequate time to review. A. McCoy also abstained due to a close relationship with one applicant.

Recommended List after discussion:

1. Speck Corp/Derby Station
2. Olivia's Playhouse
3. American Senior Living/Liberty Estate Senior Living
4. Classical Dance Academy
5. Rustic Roots Studio
6. BDT Enterprises/Hometown Laundry
7. Kelly Madden
8. Others

Motion to approve the recommended list by D. Owens, seconded by J. Campbell. Motion passed by voice vote.

Any Other Business to Come Before the Commission

Outdoor dining – Will be brought to Council for discussion

Airport/Port Opportunities - Interim Airport Manager has been busy with other work. As soon as he is available, he will attend for discussion

Rumor of a company that wanted to bring a gas station here for larger diesel fuel trucks but would not due to the liquor code. It was asked if there are any changes that could be made to the current liquor code. Manager Dossey suggested speaking to their City Council members as this was previously brought to Council by the Liquor Commission.

The Chamber of Commerce, in coordination with EDC, and City secured around \$80K of additional funding to help with entrepreneur support for their business incubator project (SmartStart) which will allow the program to continue into next year.

Adjourn

A. McCoy moved to adjourn the meeting at 1:24 PM, seconded by B Hanley. Motion approved by voice vote.

The next regular meeting is scheduled for Monday, August 12, 2024, at Noon in the City Council Chambers.



REQUEST FOR COUNCIL ACTION

Agenda Date: August 12, 2024
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Monthly Staff Report

DESCRIPTION:

East Court Corridor

- Cullinan has completed their interior demo work and has pulled permits for the buildout of their new tenant spaces.
- Court Street construction progresses with completion still expected in late November 2024.
- Staff is working with Core Aquisitions who is representing a "very high volume" restaurant to replace one of the current restaurants in the area. Public announcement is expected in the fall, and the new tenant is expected to begin renovation of the space in January/February. Staff estimates the change will double sales tax revenues for the location - from about \$38,000 per year to abou4 \$75,000 per year.

Downtown

- Staff partnered with the Chamber to apply for a DCEO grant that would add \$1.75 million to the planned downtown improvements.
- Tazewell County Board approved a basic design for the new Courthouse Annex. It will have three fully builtout court rooms to house criminal court proceedings, the traffic division of the Circuit Clerk's Office, probation offices, and state's attorney offices. It will also have shelled space built for a fourth court room to be finished in the future that will host juvenile court.
- The Rail House parking lot has been poured. Pending Council approval of an amendment to their TIF agreement, the public parking will be limited to the Union Missoin's lot that Rail House leases.
- Staff recently met with a property owner downtown to discuss development of a multi-tenant retail space.

Derby Street

- Derby Street improvements are expected to be completed by end of August.
- Bear Bites is relocating to Derby Street from East Peoria.
- Staff is in discussion with a motorcycle parts store to relocate to Derby Street.

Riverway Business Park

- Staff is holding discussions with a renewable energy industrial company seeking 40+ acres

for new development.

- Staff is working with a consultant for Canadian National Rail on a designated sites program to help market the rail-adjacent industrial sites.

Staff Activity

July 3-9

- Met with downtown property owner to discuss options for new construction of a small retail mall
- Met with local nonprofit to discuss funding for state headquarters
- Met with state senator to discuss Pekin economic development initiatives
- Met with business owners to discuss Court Street construction plans
- Attended webinar on development of sports facilities
- Attended EDAC meeting
- Attended City Council meeting
- Attended time capsule event
- Attended tourism event at Brotherton Museum
- Reviewed budgeting and strategic planning software
- Discussed grant expense tracking for audit purposes with staff
- Discussed future growth projections for IEPA loan details with staff
- Prepared agenda items for City Council meeting
- Prepared agenda items for EDAC meeting

July 10-16

- Attended Tazewell Fire Association meeting
- Attended Bicentennial Committee meeting
- Attended Pekin Main Street Meeting
- Attended department head meeting
- Attended ribbon cutting for RedBrand Credit Union
- Attended SmartStart Pekin meeting
- Attended grant software implementation meeting
- Met with council member to discuss TIF grant program
- Met with local business owner to discuss TIF agreement
- Met with two local property owners to discuss development of vacant sites
- Met with staff strategic planning team
- Met with staff safety committee
- Met with Site Selection magazine to discuss marketing options
- Met with strategic planning consultant
- Met with local developers to discuss downtown development strategy
- Discussed land development and annexation with local land owner
- Reviewed budgeting/planning software

- Created agenda items for City Council meeting
- Participated in interview for permanent finance director
- Processed invoices

July 17-23

- Attended City Council meeting
- Attended Ameren webinar on future infrastructure planning
- Attended swearing-in ceremony for new firefighter
- Attended staff meeting
- Met with potential investor/developer group
- Met with grant software implementation team
- Met with prospective industrial company to discuss sites
- Met with landowner to discuss sale of property
- Met with EDAC and Pekin Main Street members
- Met with potential marketing company to discuss goals and strategies
- Worked on amendments to TIF agreements
- Toured several nonprofits
- Prepared Council meeting agenda items

July 24-30

- Attended grand opening for Distillery Labs innovation center
- Attended staff meeting for website redevelopment
- Attended department head meeting
- Discussed potential industrial business in Riverway Business Park with real estate agent
- Discussed new restaurant on East Court Street with real estate agent
- Met with prospective new retail business
- Met with grant software implementation team
- Met with Discover Peoria for quarterly review
- Met with local developers to discuss future downtown development
- Met with marketing agency to discuss creating a property cut sheet template
- Finalized purchase agreement for Luticken property
- Worked on streamlining approval process for Riverway Business Park developments
- Approved advertising work for Site Selection magazine
- Prepared agenda items for City Council meeting
- Prepared agenda items for Tourism Committee meeting

July 31 - June 6

- Attended CEDS meeting at Distillery Labs
- Attended staff agenda meeting
- Attended staff website team meeting

- Attended Tourism Committee meeting
- Met with consultant for CN Rail to discuss vetted sites program
- Met with marketing company to discuss designing property cut sheets
- Met with grant software implementation team
- Met with 3rd party IT company to kick-off IT audit
- Met with prospective buyer of residential property
- Interviewed with WMBD and WEEK regarding the Luticken property acquisition
- Discussed incentives with prospective business for Derby Street
- Published RFQ for surveying and platting services
- Sent out ballots to dissolve Riverway Business Park land covenants
- Followed-up with TIF awardees from last year regarding deadlines
- Prepared agenda items for Tourism Committee meeting
- Prepared agenda items for EDAC meeting
- Prepared agenda items for City Council meeting

AGTECH CONNECT: DRIVING INNOVATION IN AGRICULTURE

In June, GPEDC and its partners hosted the quarterly AgTech Connect event at Peoria NEXT, promoting economic opportunity, sustainable growth, and agricultural innovation. The event focussed on the ever-evolving landscape that is creating new uses for some of our most traditional agricultural products. Dr. Dave Demirjian of the Midwest Bioprocessing Center and Dr. Dave Compton of the USDA AgLab discussed their SPF booster and photo protector for personal care items. Dr. Beth Conerty of the University of Illinois introduced the Illinois Fermentation and Biomanufacturing Hub (iFAB), recognized as an EDA “Tech Hub,” spotlighting Central Illinois as a leader in biomanufacturing innovation and job creation.



GPMN QUARTERLY MEETING: NETWORKING FOR SUCCESS

The Greater Peoria Manufacturing Network (GPMN) hosted a social networking exercise at their quarterly meeting, aligning with our Workforce Recovery Plan’s priority to establish deep relationships with local businesses. The event facilitated direct interactions among members, promoting collective and individual growth. For more information, visit the GPMN website or contact Dick at dpeplow@greaterpeoriaedc.org.

www.greaterpeoriaedc.org



QUARTERLY
REPORT

April - June 2024



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PEORIA

STRENGTHENING OUR MANUFACTURING CULTURE: ILDMC QUARTERLY MEETING

GPEDC hosted the Illinois Defense Manufacturing Consortium (ILDMC) quarterly meeting at Illinois Central College. As a founding member, GPEDC collaborates to fortify our nation's defense systems through robust manufacturing. Attendees, including representatives from the University of Illinois Chicago, IMEC, the Quad Cities Chamber of Commerce, M3 Chicago, and the Rockford Area EDC, discussed progress and toured ICC's manufacturing training center, showcasing resources that support and enhance defense manufacturing capabilities.



GET READY FOR CAREERSPARK 2024!

It's already that time again! We are gearing up for the 8th annual CareerSpark expo at the Peoria Civic Center, happening October 1 & 2. If you've volunteered before, you know the thrill of guiding nearly 4,000 eighth graders through activities showcasing career opportunities across various industries in Greater Peoria. Last year, we set a record with over 600 volunteers. This year, we aim to make it bigger and better. We are looking for volunteers with innovative activity ideas to inspire students and support tasks like bus greeters, zone monitors, and guides. You can sign up using the QR code. Let's make CareerSpark 2024 an unforgettable experience!



ECONOMIC DEVELOPMENT FORUM WITH JAY GARNER: A RESOUNDING SUCCESS

Our inaugural Economic Development Forum with Jay Garner was a hit! Garner addressed 125 community and business leaders and shared his expertise on making regions competitive. Topics included real estate development, diverse talent pipelines, vibrant downtown areas, and regional branding. Garner's tour of Greater Peoria, including landmarks and the Peoria Riverfront Museum, enriched his experience and highlighted Peoria's unique assets. Chris did an excellent recap of the event with key insight for those who missed it. You can read it by scanning the QR Code.



RWA RELAUNCH + NEWMARK INSIGHTS

In the second quarter, over 50 attendees joined GPEDC, the CEO Council, Illinois Central College (ICC), and the Regional Workforce Alliance (RWA) at ICC's North Peoria campus to discuss workforce development. Dr. Sheila Quirk-Bailey recapped the RWA's impactful progress over the past five years. Kim Moore and Emma Nippe of Newmark presented an analysis of our regional workforce, offering data-driven recommendations to advance our initiatives. The session concluded with an interactive Q&A, fostering valuable discussions on workforce challenges and strategies. The relaunched RWA aims to diversify our workforce while addressing barriers and challenges to foster economic growth and vitality.





REQUEST FOR COUNCIL ACTION

Agenda Date: August 12, 2024
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Strategic Planning - Measurable Objectives

DESCRIPTION: The last work the EDAC did regarding the economic development strategic plan was to identify strategies to achieve the Committee's overarching goals. Those are given below:

Goal 1: Encourage a wide range of local options for housing, employment, goods, services, and leisure.

Strategy 1: Incentivize diverse types of residential and commercial development/redevelopment.
Strategy 2: Make proactive, positive contact with developers and businesses in target industries.

Goal 2: Support sustainable and well-planned growth.

Strategy 1: Participate in regional economic development efforts and lead collaborative efforts in Tazewell County.
Strategy 2: Identify future land use and proactive improvements for housing and commercial growth.
Strategy 3: Modernize development-related City Code sections.

Goal 3: Provide efficient and effective government services.

Strategy 1: Engage with all types of development customers/audiences.
Strategy 2: Continuously improve development processes at City Hall.
Strategy 3: Employ a reliable, high-quality development staff.

The next step in the process will be to generate one or two measurable objectives for each strategy. These objectives can be measured discretely (have it or don't) or continuously (progress over time).

Once the objectives are identified, staff will generate the measures related to them and present to the Committee for feedback. Staff then intends to create a simple scorecard to present to the Committee and the City Council quarterly.



REQUEST FOR COUNCIL ACTION

Agenda Date: August 12, 2024
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

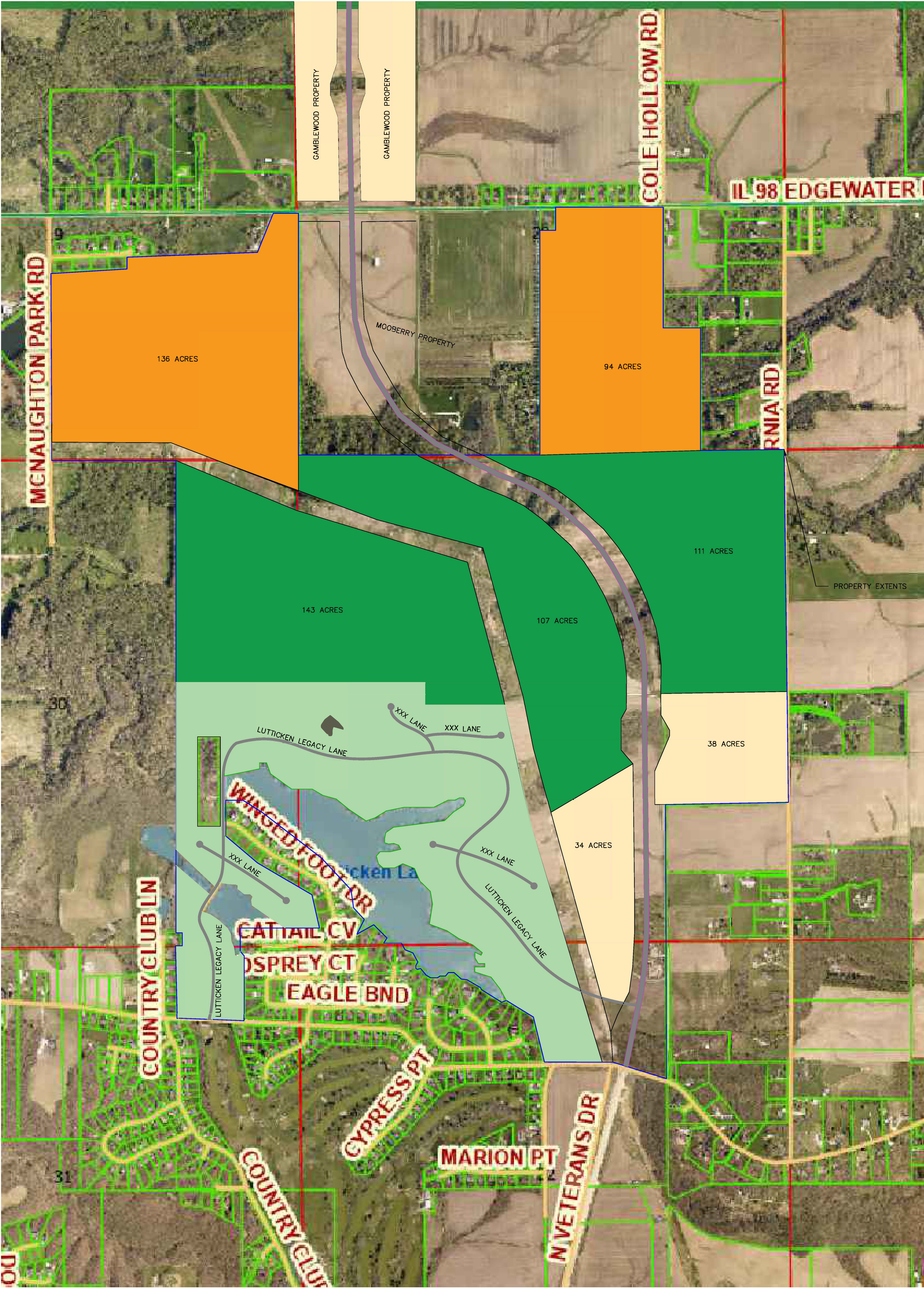
AGENDA ITEM: Luttickan Property

DESCRIPTION: At the City Council meeting on 7/22, the Council approved the acquisition of the Luttickan property - approximately 1,000 acres between IL Hwy 98 and Sheridan Rd. This came after over a year of discussion with the current owner and multiple executive session discussions with City Council. I am happy to inform the Committee on anything you want to know about the deal, but the basic terms are below:

- The purchase price will be \$14 million paid over 4 fiscal years at 0% interest.
- The seller will retain title to the land until full payment is made.
- The seller will allow the property to be annexed immediately.
- The seller will allow the property to be placed into a TIF district after annexation.
- The seller will retain all benefits and liabilities of the land during the purchase period, including farming revenue, insurance, CRP revenue, residential lease revenue, etc.
- The City will be permitted to access the property for purposes of planning, engineering, surveying, etc. but may not make changes to the property until full payment is made.
- The City (or a developer through the City) will be able to pay the seller early with no penalty and obtain title early.

Staff has also created an [FAQ page](#) on the City website to help answer from the public, so any feedback on that webpage is welcome.

Moving forward, we would like significant involvement from EDAC on the future of this property. The attached conceptual plan shows the intended path of the Veterans Drive extension as well as very preliminary land use. The intention is to zone the property agriculture upon annexation to allow for maximum flexibility for rezoning depending on what comes along, but one of the main things we want feedback on from EDAC is the future land use and strategy to get it happening. Staff would intend for this to be a future agenda item for the Committee after the strategic planning is completed.



CONCEPTUAL PLAN

LEGEND

- LOW DENSITY RESIDENTIAL
- OPEN SPACE / ESTATES
- COMMERCIAL
- RESIDENTIAL / COMMERCIAL / INDUSTRIAL



REQUEST FOR COUNCIL ACTION

Agenda Date: August 12, 2024
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Marketing Strategy

DESCRIPTION: The City budgeted \$40,000 for marketing activities in FY25. Rather than staff picking and choosing which types of marketing expenses to spend all these dollars on (e.g., social media campaigns, TV ads, radio ads, magazine articles, etc.), we are proposing to hire a marketing firm to help plan a longer-term comprehensive marketing strategy. An RFP for those services is attached, and staff would like EDAC's feedback on it as well as the general plan. The intention is to then hire the same marketing firm to execute the plan over the next several years.

Request for Proposals
City of Pekin Economic Development
Marketing Strategy

Submittals Due: September 6, 2024, 5:00 PM CST

City of Pekin, Illinois
111 S. Capital Street
Pekin, Illinois 61554

INTRODUCTION

The City of Pekin is soliciting proposals for marketing services to create a multiyear economic development marketing strategy. Additional services executing the strategy are anticipated to be done by the selected firm.

GOALS & DELIVERABLES

The City's high-level goals for economic development marketing are as follows:

1. Attract new residents and residential developers
2. Attract quality labor
3. Attract new retail business/developers
4. Attract new corporate/industrial business/developers

Deliverables for this project include the following:

1. Written multiyear marketing strategy inclusive of recommended projects, ongoing initiatives, budgets, markets, mediums, and methods to measure success.
2. Presentation to Economic Development Advisory Committee and to City Council (two public meetings).

BUDGET

The City has \$15,000 available for marketing efforts through April 30, 2025. Additional funding of \$40,000-\$60,000 is expected but not guaranteed for the next fiscal year beginning May 1, 2025.

PROPOSAL REQUIREMENTS AND FORMATS

The following information is required for a proposal:

1. Cover Letter: The cover letter should provide a summary of your proposed program. This includes the following information:
 - A. Firm name
 - B. Mailing address
 - C. Phone number
 - D. Email address
2. Strategy Proposal: A narrative of your approach to creating a comprehensive marketing strategy including general process, stakeholder input, and.
3. Qualifications: A description of the firm's qualifications and experience in marketing for municipalities, economic development organizations, community organizations, or other similar entities including creating comprehensive strategies as well as executing marketing projects and ongoing initiatives. This section should also identify the key personnel from the firm that will be engaged with the City and their respective backgrounds and skillsets.
4. Timeline: The proposed timeline from kick-off meeting through presentation to two public bodies. Final draft of the marketing strategy should be delivered no later than January 31, 2025, and presentations should be no later than February 2025.
5. Financials: Provide a cost not to exceed and a breakdown of anticipated expenses.
6. Submittal: The submittal should not exceed ten (10) pages not including maps or image exhibits. The submittal should be packaged and delivered as described herein.

PROPOSAL PACKAGE & SUBMITTAL

The proposal package should adhere to the following:

1. Submit an electronic copy of the proposal via email to:

Josh Wray
Director of Economic Development
JLWray@ci.pekin.il.us

2. The email subject line should be "Proposal for Economic Development Marketing."
3. The proposal must be received no later than 5:00 PM CST on Friday, September 6, 2024.

PROPOSAL EVALUATION

Only proposals received by the due date will be reviewed.

The City will form a committee to evaluate the RFP submittals. The evaluation committee shall consider the following information when evaluating submitted proposals to determine which proposal is in the best interest of the City:

1. Qualifications and experience of the firm and key staff
2. Approach to creating a comprehensive strategy
3. Cost of services
4. Timeline for completion

During this process, the evaluation committee may seek additional information from the respondents. In addition, the committee may request the respondents to make a presentation of their proposal.

The evaluation committee will bring forth a recommendation at a regularly scheduled City Council meeting for approval.

CERTIFICATION OF RESPONDENTS

Respondent certifies by way of submittal they are not delinquent or in default of any requirements of law including payment of taxes, fees, and fines to the City of Pekin.

CITY RESERVATIONS

The City of Pekin reserves the right to:

1. Modify, waive, or vary terms of the RFP at any time, including and not limited to submission deadlines, proposal requirements, and evaluation methods.
2. Reject any or all proposals.
3. Cancel or withdraw the RFP at any time.
4. Accept the proposal which best serves the interest of the City of Pekin.

PROJECT INFORMATION

The successful respondent will enter into a professional services agreement with the City of Pekin for marketing services. Minor modifications to the proposal may be made during agreement negotiation, but any substantial changes may require a new public request for proposals.

Josh Wray, Director of Economic Development, will be the primary contact person from the City throughout the process, but the firm should expect to work secondarily with other members of City staff and elected/appointed officials.

QUESTIONS AND COMMENTS

All questions about this request for proposals should be made in writing and directed to the Economic Development Director. Questions will only be accepted if received by 5:00 PM CST of the fourth business day prior to proposals being due. Please allow up to 48 hours for a response. Questions and responses will be sent to all known parties who intend to respond to this request for proposals. All interested parties who intend to respond to this request for proposals may make themselves known to the City for this purpose by notifying the Economic Development Director in writing.

City of Pekin, Illinois
Attn: Josh Wray
111 S. Capital Street
Pekin, Illinois 61554
JLWray@ci.pekin.il.us