



**REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
MONDAY, JUNE 9, 2025
12:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes of the Regular EDAC Meeting on May 12, 2025

4. Public Input

5. Reports

5.1. Monthly Staff Report

5.2. Greater Peoria EDC Report

6. Presentations

6.1. City Brand - McDaniels Marketing

7. New Business

7.1. Feedback on Proposed Policy to Create a Deadline for TIF/BDD Incentive Applications

8. Any Other Business to Come Before the Committee

9. Adjourn



**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, MAY 12, 2025 AT 12:00 PM**

Call to Order

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

Attendee Name	Organization	Title	Status	Arrived
John Campbell	Economic Development Advisory Committee	Member	Absent	
Danielle Owens	Economic Development Advisory Committee	Member	Present	Noon
Amy McCoy	Economic Development Advisory Committee	Vice Chair	Present	Noon
Dennis Short	Economic Development Advisory Committee	Member	Present	Noon
Jack Steger	Economic Development Advisory Committee	Member	Absent	
Drew Leman	Economic Development Advisory Committee	Chair	Present	Noon
Liridon Rrushaj	Economic Development Advisory Committee	Member	Absent	
D. Neal Hanley II	Economic Development Advisory Committee	Member	Present	Noon
Roy Bockler	Economic Development Advisory Committee	Member	Absent	
Earl Riley	Economic Development Advisory Committee	Member	Present	Noon
Caty Campbell	Economic Development Advisory Committee	Member	Present	Noon

Others in attendance:

Mayor Mary Burress and Director of Economic Development Josh Wray

Approval of Minutes

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

D. Short motioned to approve the agenda for today’s meeting and the meeting minutes from March 10,2025, with a second by E. Riley. The motion passed by voice vote.

Public Input

None

Reports

4.1. Monthly Staff Report

Mr. Wray reviewed the included monthly staff report included in the packet. There was discussion about the recently announced data center coming to Pekin.

4.2. Strategic Plan Scorecard

Mr. Wray stated that he made minor updates to the scorecard to organize by intended target date for completion. He reviewed a few of the upcoming items.

4.3. 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.

New Business

5.1. TIF Program Funding Recommendations for FY26

Mr. Wray reviewed a draft Request for Council Action that he plans to present at the upcoming council meeting. He asked the Committee for feedback on existing and potential new programs that could be supported through current funding. He shared that there is \$400,000 available in the approved budget for these types of activities. Mr. Wray also clarified that these funds do not roll over and would need to be re-budgeted each fiscal year if unused, even though the balance technically remains in the fund.

Mr. Wray asked for feedback to begin outlining proposed funding allocations by program type. Committee members asked about average demolition costs and whether a single project could qualify under multiple program categories. Mr. Wray confirmed that a project could potentially fall under multiple categories, but eligibility and approval would ultimately depend on council decisions.

B. Hanley motioned to recommend the program funding proposal as presented, seconded by C. Campbell. The motion passed by voice vote.

The Committee provided feedback that a consistent program structure year over year would be beneficial. Mr. Wray expressed hope that this format would allow for clearer yearly adjustments and enable council to allocate funding per program based on past performance. He also clarified that funding for previously approved projects is factored into the budget first before determining how much is available for new projects.

5.2. Lutticken Development Vision

Mr. Wray presented a current map of the Lutticken property showing property boundaries, Ameren utility lines, and parcels that have already been sold so the Committee could discuss long-term visioning, potential rezoning, and

development strategies.

Committee members expressed excitement about the incoming technology park. There were questions about possible opposition, especially given issues experienced with other developments in the area. Mr. Wray acknowledged that while there had been a few concerns regarding the site's location, no formal opposition has been reported. Once the site layout was reviewed with concerned parties, those concerns were resolved. He also pointed out that the absence of existing infrastructure presents an opportunity, as the project will bring in new infrastructure that will benefit the surrounding area.

The Committee expressed interest in hearing from other communities that have dealt with data center developments and related opposition, so the city can be better prepared if similar concerns arise. The Committee also discussed the Lutticken property FAQ currently posted on the City's website. Feedback was positive, and members suggested sharing key points on social media to help spread clear and accurate information.

There was also a conversation about potential residential development around the northern portion of the lake. Some members suggested that residential zoning could extend up to the Ameren lines, with a tree or berm buffer to shield the area from utility lines.

The Mayor asked Mr. Wray to follow up with the current property owner about engineering plans for a second lake on the site. It was also noted that dirt may be needed to fill in areas of the property, and excess soil from the future data center site could potentially be used for that purpose.

McDaniels Marketing may be able to help communicate the vision for the Lutticken property.

Any Other Business to Come Before the Committee

None

Adjourn

Motion to adjourn the meeting by A. McCoy at 12:44 P.M., with a second by D. Owens. The motion passed by voice vote.

The next regular meeting is scheduled for Monday, June 9, 2025, at 12:00 P.M. in the City Council Chambers.



REQUEST FOR COUNCIL ACTION

Agenda Date: June 9, 2025
To: Members of the Economic Development Advisory Committee
From:

AGENDA ITEM: Monthly Staff Report

DESCRIPTION:

Commercial

- Five Below plans to open sooner than expected. Marshall's and Ross are still projected for fall openings. Construction is ongoing.
- The Bob Evans property renovation is near completion for its new restaurant tenant.
- Retail Strategies will be on-site on June 30 to tour the community, identify potential sites and assets, and begin designing our full market analysis.

Industrial

- Staff recently with an international food manufacturer looking to purchase 20+ acres and build a 100,000 sf facility for mild processing.
- Ambient Fuels is working with Illinois American Water on water infrastructure specifications.
- Epic Medical requested a 90-day extension for their site plan deadline due to estimated building costs.

Residential

- Staff had a very preliminary discussion with a confidential developer who may be interested in building up to 1,000 homes ranging from \$200k to over \$500,000. We are discussing the Lutticken property and other potential sites. This is a different developer than was reported to EDAC last month.

City Projects / Initiatives

- The Court Street reconstruction project is moving forward on schedule, but the project area has flipped. Due to backordered water main, we will be starting at 10th Street and working towards Stadium. The State's project from 8th to 10th is still waiting to be awarded.
- McDaniels Marketing is making progress on the marketing plan execution. An update on the branding portion is on the EDAC's agenda today.



REQUEST FOR COUNCIL ACTION

Agenda Date: June 9, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Greater Peoria EDC Report

DESCRIPTION:

[Greater Peoria EDC Weekend Update, May 16, 2025](#)

[Greater Peoria EDC Weekend Update, May 30, 2025](#)

[Greater Peoria EDC Weekend Update, June 6, 2025](#)

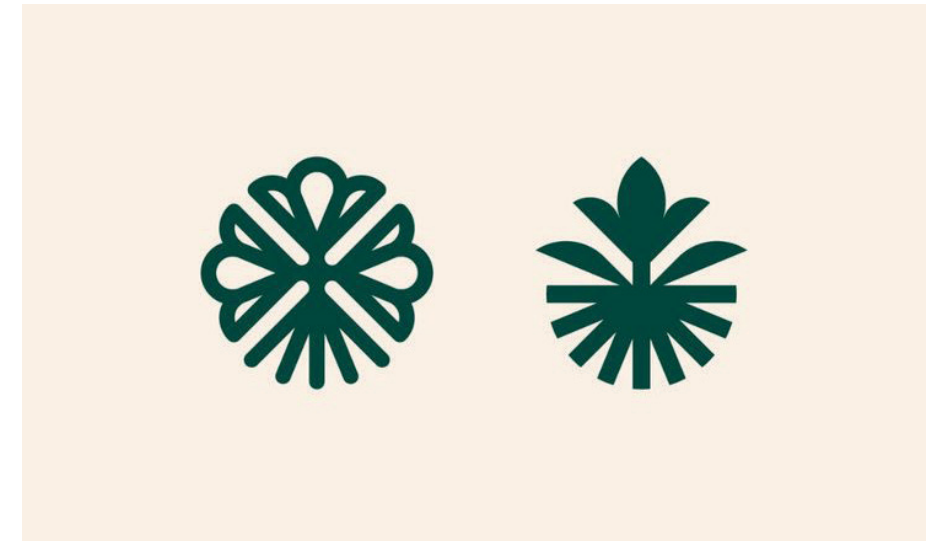
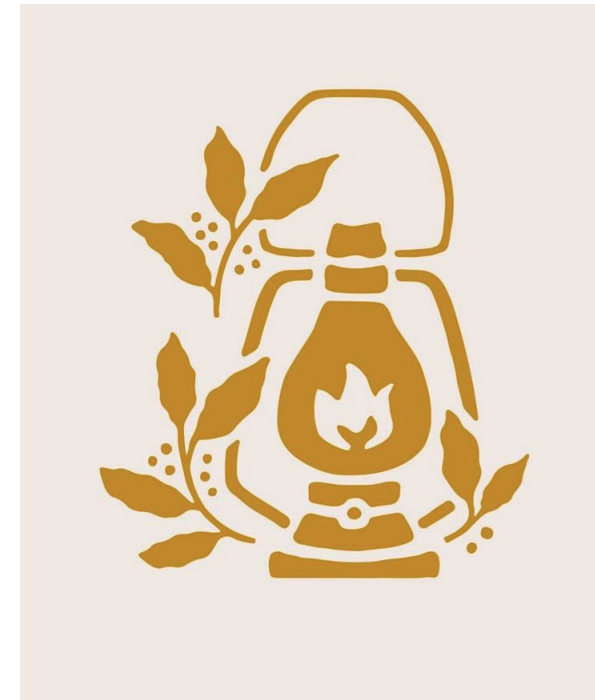


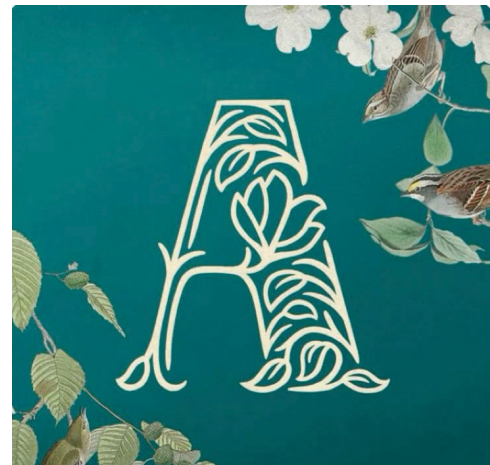
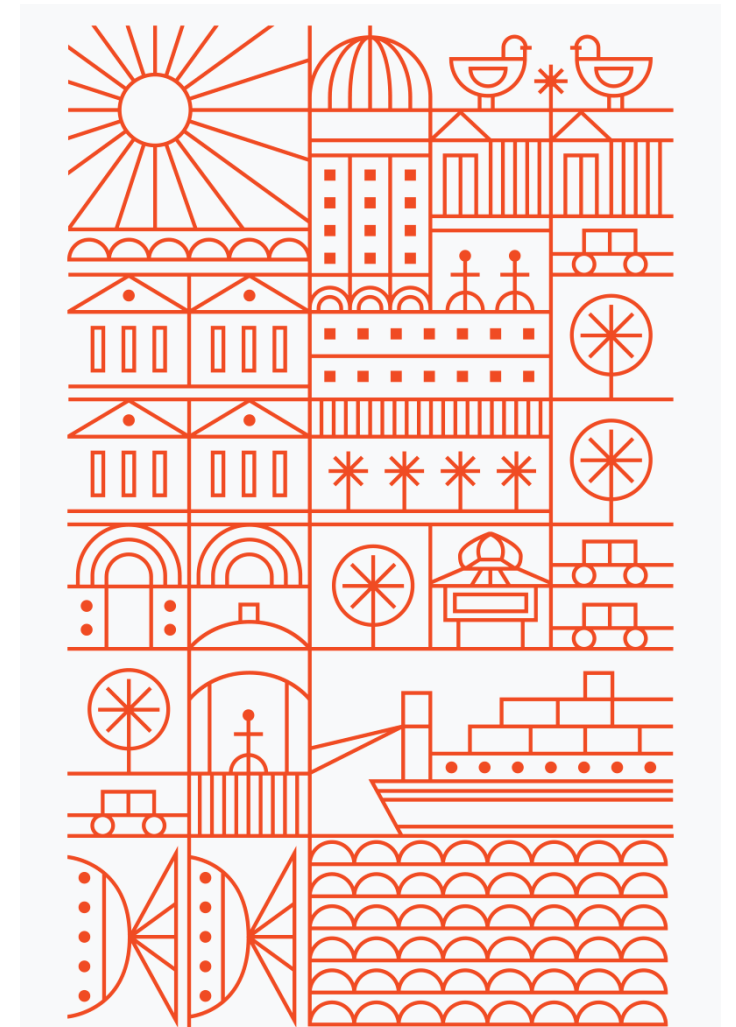
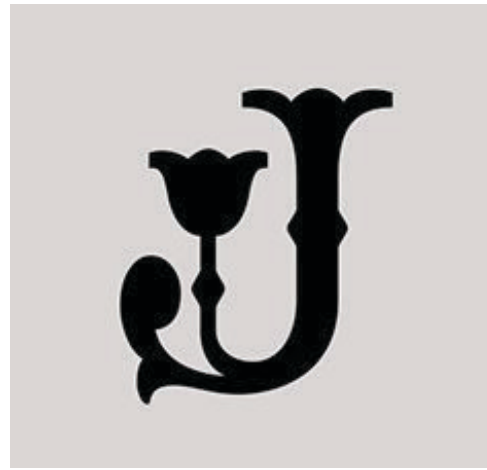
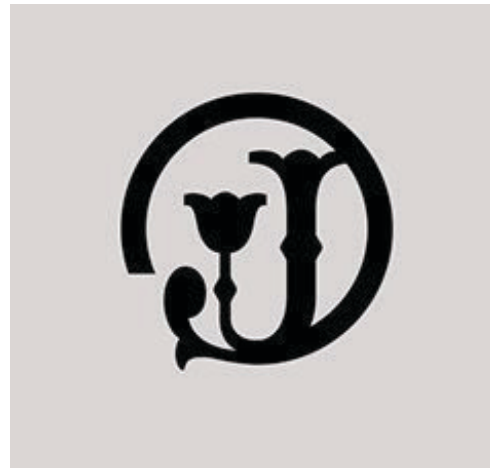
REQUEST FOR COUNCIL ACTION

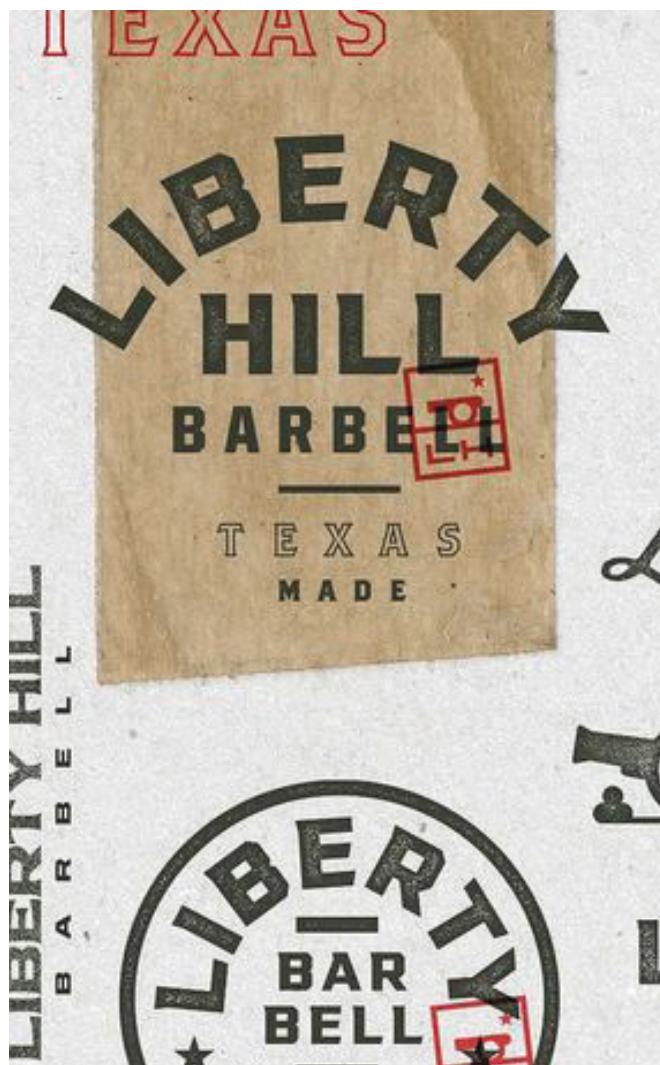
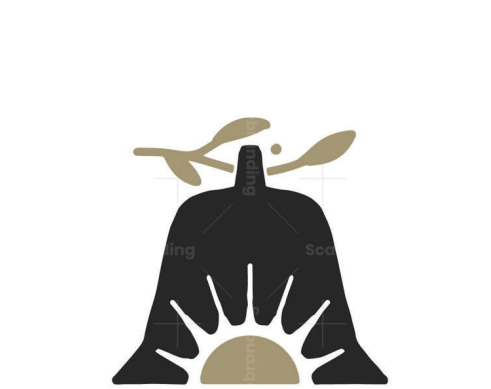
Agenda Date: June 9, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: City Brand - McDaniels Marketing

DESCRIPTION: McDaniels Marketing has presented three moodboards based on the brand survey results that will help guide a design for a new City brand. McDaniels also created two draft brand promises that will also guide the overall brand messaging for the City. We would like to present these options to EDAC for feedback.









City of Pekin: Brand Promise

Job Number: 15077

6.2.25

DIRECTION 1**Citizens In Sync**

Is it the job of a sign on the side of a road to welcome visitors to a city? Or should that best be left to its residents? In Pekin, Illinois, we believe that it's people that make the place. Neighbors help neighbors, teachers teach the talent of tomorrow and manufacturers and business owners have each other's backs. Citizens in sync that watch the actions they take today have a positive impact on what takes place tomorrow. Nestled in bountiful farmland, we are also blessed to be bordered by a beautiful stretch of the Illinois River and to have parks and preserves that provide a bounty of beauty. Places that please our senses and hold our floral treasures, earning us the title of Marigold City. Here, a love of location is lived fully by the people who live in Pekin. A contagious emotion welcomed by all who share our zip code, and a feeling felt by those we welcome as guests.

DIRECTION 2**Pekin Proud**

When you live in a place you love, it's hard to hide your sense of pride. Whether it's the homes that house us, what our manufacturers make, or the trusted teachers that train tomorrow's talent, we are truly proud of the many places and spaces and even greater faces that make Pekin, Illinois, great. From the time our town was first laid out in 1827, Pekin propelled itself into a powerhouse of agriculture, manufacturing and insurance. Always evolving. Always changing. Always thriving. Located near the center of Illinois, Pekin is all at once near everything while being like nowhere else. Surrounded by bountiful farms and bordered by the banks of the Illinois River, our urban spaces blend beautifully with natural places, including preserves and flower-filled parks, earning us the title of Marigold City. And whether your place in Pekin has been a journey of generations, experienced as a new neighbor or a gracious guest, we welcome all. And encourage all to be Pekin Proud.



REQUEST FOR COUNCIL ACTION

Agenda Date: June 9, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Feedback on Proposed Policy to Create a Deadline for TIF/BDD Incentive Applications

DESCRIPTION: At the last City Council meeting, Council member Hilst asked for an item to be placed on the Council's agenda to limit TIF/BDD incentives to projects that had not started yet. Staff has prepared the attached draft policy that we would like EDAC to review.

In general, developers will have to apply for incentives before a building permit is obtained for a project. However, we added an exception for projects under the new home incentive since those are often from homebuyers that do not control when their builder gets a permit and may not really understand the TIF process as explained by the builder or real estate agent. For that program, the incentive application must be received before a certificate of occupancy is issue for the new home. This will also allow builders to start homes on spec while still being able to market the incentive to buyers.



City of Pekin Policy No. XX

TIF / BDD Incentive Application Deadline

1 Purpose

The City of Pekin (hereafter "City") has created multiple tax increment financing ("TIF") districts and a business development district ("BDD") that allow the City to provide incentives to redevelopment projects in accordance with State law. A fundamental component of a redevelopment project receiving incentives under TIF or BDD programs is the "but for" concept; but for the incentives, the redevelopment project would not move forward. Therefore, City Council finds it prudent to establish an incentive application deadline to help ensure only those redevelopment projects that truly need the incentives are able to obtain them (this "Policy").

2 Definitions

"Director" shall mean the Director of Economic Development.

"New Home Incentive" shall mean the City's Residential Development TIF Incentive Policy for New Residential Home Building, established by Resolution No. 290-21/22, amended as of Resolution No. 69-23/24, and as amended in the future.

3 Policy

3.1 General Incentive Application Deadline

- a) The Director shall not bring forward to City Council any TIF or BDD incentive application or agreement for a redevelopment project if said application is received by the City after any building permit has been issued by the City's Building Department for said TIF or BDD redevelopment project.

3.2 Exception for New Home Incentive

- a) The City acknowledges that applications for the New Home Incentive are often received by new homeowners who may have very little experience with government procedures and may not have control over when their home builder obtains permits. Therefore, the

general deadline in Section 3.1 shall not apply to applications received for the New Home Incentive program.

- b) The Director shall not bring forward to City Council any TIF incentive application or agreement for a redevelopment project under the New Home Incentive if said application is received by the City after a certificate of occupancy has been issued by the City's Building Department for said TIF redevelopment project.

3.3 Communication of Policy

- a) The Director shall include information about this Policy in all TIF and BDD program packets, webpages, and similar literature or materials.

DRAFT