



**REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
MONDAY, JULY 14, 2025
12:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes of the Regular EDAC Meeting on Monday, June 9, 2025

4. Public Input

5. Reports

5.1. Monthly Staff Report

5.2. Greater Peoria EDC Report

5.3. Quarterly Strategic Plan Scorecard

6. Unfinished Business

6.1. Branding Initiative: Logo Concepts

7. New Business

7.1. Recommendation for Continued Financial Support of Greater Peoria Economic Development Council

7.2. Recommendation for Project Priorities: Commercial Building Improvement Program

8. Any Other Business to Come Before the Commission

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, JUNE 9, 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 Chairperson 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	Member	Present	Noon
Dennis Short	Economic Development Advisory Committee	Member	Present	Noon
Jack Steger	Economic Development Advisory Committee	Member	Present	Noon
Drew Leman	Economic Development Advisory Committee	Member	Present	Noon
Liridon Rrushaj	Economic Development Advisory Committee	Member	Present	Noon
D. Neal Hanley II	Economic Development Advisory Committee	Member	Present	Noon
Roy Bockler	Economic Development Advisory Committee	Member	Present	Noon
Earl Riley	Economic Development Advisory Committee	Member	Absent	
Caty Campbell	Economic Development Advisory Committee	Member	Absent	

Mayor Burress was also present.

Approve Agenda

D. Short moved to approve the agenda as presented, seconded by D. Owens. Motion approved by voice vote.

Approval of Minutes

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

D. Short moved to approve the minutes as presented, seconded by D. Owens. Motion approved by voice vote.

Public Input

None

Reports

5.1. Monthly Staff Report

Mr. Wray presented the monthly staff report and answered questions from the Committee members.

5.2. Greater Peoria EDC Report

No comments.

Presentations

6.1. City Brand - McDaniels Marketing

McDaniels Marketing presented their progress on rebranding including three potential themes. The Committee was generally in favor of the first theme presented, which was focused on Pekin's industrial, agricultural, and hard-working nature, but the Committee wanted to keep an element of classiness as well.

R. Bockler spoke in favor of having a more regional brand.

J. Steger would like to see a focus on younger families.

There was additional discussion for approximately 30 minutes.

McDaniels will generally pursue theme 1 and present several different options for logo style, coloring, typeface, etc.

New Business

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

Mr. Wray presented the draft policy to create deadlines for TIF/BDD funding applications.

J. Steger suggested changing the deadline for new residential builds from the date of certificate of occupancy to the closing date, noting that spec houses might be built and ready for occupancy before they are sold. Mr. Wray will incorporate that into the policy before taking to Council.

Any Other Business to Come Before the Committee

R. Bocker noted that a few unfinished business items have been left off the agenda. He would also like to see something down about downtown safety and outdoor dining. He also asked if there are insurance requirements for vacant buildings. Mayor Burress noted that Council recently approved a vacant building registry, and Pekin Main Street has been contacting building owners, encouraging them to get tenants, sell, etc.

Adjourn

D. Owens moved to adjourn at 1:20 P.M., seconded by J. Steger. Motion approved by voice vote.



REQUEST FOR COUNCIL ACTION

Agenda Date: July 14, 2025

To: Members of the Economic Development Advisory Committee

From:

AGENDA ITEM: Monthly Staff Report

DESCRIPTION:

Commercial

- Five Below held their ribbon cutting and grand opening. Marshall's expects to open by August 1, and Ross is still projected to open this fall. Construction is ongoing. Cullinan is starting to work on leasing the smaller spaces.
- The Bob Evans property renovation is near completion for its new restaurant tenant.
- Retail Strategies visited Pekin on June 30 to tour the community, identify potential sites and assets, and begin designing our full market analysis. They plan to target 5-8 prime sites.

Industrial

- Epic Medical continues to plan their site and buildings.
- Ambient Fuels continues to plan their site and buildings.

Residential

- Staff has scheduled site visit with a confidential developer who may be interested in building up to 3,000 homes ranging from \$200k to over \$500,000. We are discussing the Lutticken property and other potential sites. They are also interested in building out commercial areas along Veterans Drive.
- Staff met with a local developer to discuss downtown apartments. Their investors will be visiting the City soon.

City Projects / Initiatives

- The Court Street reconstruction is ongoing with no major changes thus far.
- 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: July 14, 2025
To: Members of the Economic Development Advisory Committee
From:

AGENDA ITEM: Greater Peoria EDC Report

DESCRIPTION:
[Greater Peoria EDC Weekend Update, June 13, 2025](#)
[Greater Peoria EDC Weekend Update, June 20, 2025](#)
[Greater Peoria EDC Weekend Update, July 3, 2025](#)

	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	GPEDC on Council agenda for approval
	G2 S2 O3	Spend at least \$5 million annually for infrastructure improvements.	-	End of FY Review	Q2 2025	Court St reconstruction underway
	G3 S1 O3	Create user-friendly website for available properties, incentives, and workforce info.	Pages for incentives, RWBP, and Lutticken	Website live	Q2 2025	Webiste to go live 8/30
	G2 S1 O4	Stand-up cooperative with neighboring cities and taxing bodies regarding the Lutticken 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	Engineering RFQ to be published	
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	5
	G1 S1 O2	Net \$18 million increase in industrial EAV.	\$12,078,077	\$30,078,077	Q4 2030	reported annually
	G1 S1 O3	Reduce retail trade gap by 20%.	\$51,560,963	\$41,248,770	Q4 2030	reported annually
	G1 S1 O4	Net 100 additional jobs.	10,729	10,829	Q4 2030	reported annually
ongoing	G2 S1 O2	Participate in creation of Comprehensive Economic Development Strategy with Greater Peoria EDC	-	CEDS update	ongoing	Attended June mtg
	G2 S1 O3	Attend regional economic development meetings or events at least monthly.	-	Event report	ongoing	2



REQUEST FOR COUNCIL ACTION

Agenda Date: July 14, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Recommendation for Continued Financial Support of Greater Peoria Economic Development Council

DESCRIPTION:

Background on GPEDC

The Greater Peoria Economic Development Council (GPEDC) is a regional economic development and planning organization serving five counties in Central Illinois: Logan, Mason, Peoria, Tazewell, and Woodford. The Greater Peoria EDC promotes economic development in the region through its six core programs, including Business Attraction, Business Assistance, Workforce Solutions, Innovation and Startups, Rural Development, and the Greater Peoria Manufacturing Network. Guided by our nationally recognized comprehensive economic development strategy, the Greater Peoria EDC is committed to advancing the region’s economy by supporting business and talent development and attraction.

Background on agenda item

The City for over 10 years has partnered with Greater Peoria Economic Development Council for large-scale economic development activities. GPEDC is again seeking the City's support in the amount of \$25,000. GPEDC plays an important role in the City's economic development activities, including the following from the last fiscal year:

- Sent Pekin 16 leads for potential industrial/corporate businesses
- Submitted 7 detailed RFI to Intersect Illinois for Pekin, including significant communication with the utility companies for information
- Participated heavily in the recruitment of Epic Medical through one of those Intersect Illinois RFIs
- Completed property submittals to the State's Vetted Sites Program
- Participated in our submittal and visit day with CN Railway for their vetted sites program
- Held monthly Technical Working Group meetings for economic development professionals in the area
- Held quarterly AgTech Connect professional development meetings to connect government staff, developers, and agetech businesses
- Held quarterly Strategic Manufacturing Group meetings to connect government staff, educators, and manufacturers
- Held annual economic development forum attended by City staff and officials
- Attended monthly EDAC meetings in Pekin (7 of 9)
- Assisted City staff and Chamber of Commerce in the preparation of a State grant application for downtown improvements
- Assisted City staff in the preparation of a State grant application for industrial site readiness studies

- Assisted the City and Alto in the application for funding to build a river port
- Participated in the visit day for Project Bamboo
- Invited the City for a retention visit with DCX-CHOL
- Represented Pekin at the Site Selectors Guild Conference, the Area Development Consultants Forum, and the International Economic Development Council Conference

City staff relies on GPEDC's expertise and connections in the region, state, and nation, especially when related to workforce development and industrial site selection.

Action Requested

Motion to recommend \$25,000 support for GPEDC in FY2026.



REQUEST FOR COUNCIL ACTION

Agenda Date: July 14, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Recommendation for Project Priorities: Commercial Building Improvement Program

DESCRIPTION:

Background: In May, the City Council approved a \$100,000 in funding for the TIF commercial building improvement program for grants up to 50% of eligible expenses (capped at \$50,000 per grant) for commercial building improvements in any TIF. That program guide is attached. Staff posted a call for projects for the month of June, and we received 5 applications. A summary sheet of these applications is attached, and the actual applications will be made available to the Committee members before the meeting. The general goal of the program is to select the most impactful projects for funding. Based on the criteria stated in the program, staff recommends the order of priority shown on the summary sheet, which would result in funding three projects in this grant cycle if approved by City Council.

Action Needed: Staff requests the Committee's review of applications and staff recommendation as well as a Committee recommendation to City Council.



City of Pekin
111 S Capitol Street, Pekin, IL 61554
Phone: 309-477-2300 ▪ www.ci.pekin.il.us

TIF BUILDING IMPROVEMENT PROGRAM

Purpose

The TIF Building Improvement Program promotes the revitalization of the commercial areas in TIF districts. The program will provide financial assistance for improvements to help property owners/lessees rehabilitate and/or expand buildings in eligible areas of the City.

Eligibility

- **Applicants:**
 - Applicants shall be either the owner or lessee of a building within a City of Pekin TIF district (may include “residential” TIF districts). A lessee's eligibility is subject to written consent of the building owner for all proposed improvements.
 - The building must be primarily used for commercial purposes.
 - Property must be current on all tax payments and must have no current liens.
 - The owner and lessee must be in good standing with the City (i.e., no unpaid fines or taxes, no open code violations, etc.).
- **Eligible Improvements:**
 - Costs of studies, surveys, development of plans and specifications (e.g., architectural, engineering, or surveying fees)
 - Demolition and site preparation
 - Rehab, reconstruction, repair of existing structures
 - Upgrade or extension of utilities
 - Construction or reconstruction of public improvements (e.g., sidewalk)

Project Terms

The terms of the program are as follows:

- a) Project costs may be reimbursed up to 50% of verified eligible expenses.
- b) The project must meet all applicable requirements of law including permitting and zoning.
- c) Each eligible improvement will be funded only once.
- d) The property owner and/or lessee will be responsible for maintaining the improvements and staying open for business for a period of not less than 5 years after completion.
- e) Qualified applicants may serve as their own contractor, but in such case, labor costs will be highly scrutinized and will require comparable quotes.
- f) Improvements must be completed within one year from the date of the grant approval.
- g) Upon completion of the work, the owner must submit to the Director of Economic Development copies of all invoices, contractor's statements, and proof of payment as evidence that the owner or lessee has paid the expenses. Payment of the approved grant

- amount will be authorized only upon completion of all work items as originally approved.
- h) Changes in project improvements from the previously approved plan must be approved by the City Council.
 - i) Failure to abide by the terms and conditions of this Program will result in forfeiture of program funding.
 - j) Grant funding may be subject to income taxes. The City advises grantees to consult a tax professional in regards to their award.

Additional terms may be added to the TIF agreement on a case-by-case basis.

Application Checklist

An application for the Facade Improvement Program must include the following:

- Completed TIF application
- IRS Form W-9

Optional documentation to enhance the application package are as follows:

- Competitive quotes for planned improvements (getting at least two is highly encouraged)
- Current and historical photographs of the property
- Drawings/renderings of the proposed improvements. Drawings do not have to be professional but should be to scale.
- Financial estimates and new business plan if applicable

Evaluation Criteria

Every project will be evaluated for the functional and aesthetic improvement to the property with the following criteria:

- Capacity (20%)
 - Completeness and strength of application
 - Applicant's history of capacity to adhere to a grant program
 - Adherence to the program requirements and procedures
- Improvements (40%)
 - Condition of the building and need for improvements
 - Extent to which the proposed improvements restore, maintain, or enhance the character of the building and surrounding area
 - Historical and/or architectural significance of the building
 - Prior City funding for improvements to the property
- Economic Impact (40%)
 - Expected return on investment to the City via tax revenue
 - Number of jobs created or retained
 - Amount of activity generated by the business (e.g., more foot traffic to area)

Application Process

1. **Preliminary Review:** An applicant is encouraged to first meet with the Chief Building Official and the Director of Economic Development prior to completing the application to determine if the property/building and the proposed improvements are eligible for the program and to review the building and zoning code regulations for the planned work. The applicant then submits a completed application and required supplemental materials to the Director of Economic Development.
2. **Committee Review:** All applications received will be sent to the Economic Development Advisory Committee (EDAC) for review, prioritization, and recommendations of funding during a public EDAC meeting.
3. **Council Approval:** The City Council will review the applications and recommendation from the EDAC during a public Council meeting and will vote on the TIF agreements for those projects recommended for funding. The Council will see all applications and will have the opportunity to fund differently than recommended by EDAC.

Project Changes

In the event changes in project improvements or costs from the previously approved plan are being considered, the grantee must obtain City Council approval to have these changes funded via an amendment to the TIF agreement. Unapproved changes are not eligible for reimbursement.

Reimbursement Process

To receive reimbursement, the funding grantee must submit the following to the Director of Economic Development:

- Completed Request for Reimbursement (included in TIF Agreement)
- Final inspection approval for all improvements under a building permit
- Invoices and proof of payment for eligible expenses

The Finance Department will reimburse via mailed check to the party and address from the previously submitted IRS Form W-9.

Disclaimer

Any program terms, requirement, and procedures may be modified by the City at its discretion. The City reserves the right to provide any level of funding, including none, for any or all projects submitted.

Contact Information

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2025 TIF Building Improvement Application Scoresheet

Staff Review - Josh Wray

Business	Location	Project Total	TIF-Eligible Exp.	Max Grant	Scoring			Weighted Total
					Capacity	Improvement	Impact	
Sangalli's Court Street Stakehouse	2217 Court	\$ 75,977.47	\$ 75,977.47	\$ 37,988.74	4	3	4	18
Pottsies Place	301 Margaret	\$ 91,170.00	\$ 91,170.00	\$ 45,585.00	4	4	2	16
Phat Jax Custom Cycle	313 Margaret	\$ 62,100.00	\$ 60,000.00	\$ 30,000.00	3	2	3	13
Tadoughs	815 N. 8th	\$ 34,500.00	\$ 34,500.00	\$ 17,250.00	3	2	2	11
Pekin Moose Lodge	2605 Broadway	\$ 177,320.00	\$ 177,320.00	\$ 50,000.00	4	1	1	8
TCRC	33 S. 4th	\$ 50,000.00	\$ 50,000.00	\$ 25,000.00	3	1	1	7

Grants if awarded based on these scores:

Sangalli's Court Street Stakehouse	\$ 37,988.74
Pottsies Place	\$ 45,585.00
Phat Jax Custom Cycle	\$ 16,426.27
Total	\$ 100,000.00