



RiverFront Events Overview

2016 was an eventful year on the RiverFront! Our staff was heavily involved in the development of new events and concepts that drew additional traffic to the RiverFront. The following paragraphs detail some of our endeavors in 2016 with an eye towards 2017.



The season kicked off earlier than normal with two new events in May. Peoria WingFest, in partnership with Advanced Media Partners, was held on May 1st. Tickets to the inaugural event were sold out weeks in advance. Mardi Gras in May Street Festival was put on with the help of the Peoria Area Convention and Visitors Bureau. This was a street party on Water Street held on May 14th. Over 2000 attended the event.

Another new event was the Central Illinois BBQ Throwdown held on July 22nd and 23rd. This event, formerly held in Morton, included a Kansas City Barbeque Society sanctioned competition as well as a backyard grilling contest for the amateur grillers.

One of the new concepts that took Peoria (and the country) by storm in 2016 was the Pokemon Go craze. This phenomenon encompassed the RiverFront with thousands of people coming down to try and catch rare and exotic Pokemon. Since the RiverFront has more than 10 pokestops, it was a perfect location for people to spend some time, walking and visiting while looking at their phones. Some young Peoria entrepreneurs inadvertently fell into hosting an event that quickly had over 2000 RSVP's to attend a "Pokemon Meet-Up" on the RiverFront. Multiple events followed, all with increased participation and great success.

Cultural Festivals

The Cultural Festivals hosted by the Peoria Park District, and our partners, continue to be the highlight of the summer for many in our community. These festivals are: Fiesta en el Rio, Soul Fest, India Fest, Erin Feis, Oktoberfest and, in an expanded partnership this year, the Fine Art Fair. All of these events included more regional marketing in their promotional plan. We believe that this is imperative in the long-term success of these festivals. Attendance was steady at our festivals in 2016, highlighted by a record crowd at Fiesta en el Rio and an increase in Fine Art Fair attendance of approximately 1000 from 2015.





Summer Concerts

The concert season kicked off with Dylan Scott on May 20th and continued into June with many concerts featuring local artists such as Steady Flow, Herculez, B Lowd, The Way Down Wanderers and a myriad of jazz artists like Preston Jackson, Dexter O’Neal and The Funkyard, Travis Wesley, and David Hoffman. These local artists shared the stage with some notable national touring artists, Dark Star Orchestra, Tracy Lawrence, Government Mule, Blackberry Smoke and Sugar Ray to name a few.

We are looking forward to increased collaboration with outside promoters to bring a strong line-up of national touring acts to the RiverFront in 2017 to supplement the many local, talented musicians.

Rentals/Runs/Walks

We were able to increase the number of concert rentals this summer which increased the number of shows as well as the caliber of music presented. We were able to work with the Peoria Area Convention and Visitors Bureau to host the Illinois Health Care Association’s evening social as well as a corporate rental with Pekin Insurance.

Annual events, including Louie Louie, Steamboat Days, Steamboat Classic Race, Taste of Peoria, Grand Nationals, and Peoria Blues and Heritage Music Festival, were held on their customary dates in 2016:

Gateway Building

The Gateway Building peaked with the number of rentals held in 2016. While the trend of reduced corporate meetings has held firm in the industry, staff worked creatively with clients to hold non-traditional events at the Building in 2016 to supplement our core business – wedding receptions. The RiverFront’s outdoor spaces – Marshall Plaza and Liberty Park, continue to be a popular area for couples to tie the knot. One of the more unique event rentals in the Gateway Building annals – a reservation strictly for a proposal in the Ballroom, took place in 2016.



Outlook

We are anxiously anticipating the 2017 event season. There are some major changes coming to the RiverFront with the demolition of RiverFront Village that have the potential to positively impact our operation. Staff is currently working closely with stakeholders and City of Peoria personnel in an effort to help determine the best use of the space moving forward. We are looking forward to the possibilities of what the RiverFront will look like in 2017, not only through our programming, but structurally.

RiverFront Events Fund Summary

2017 Budget

Fund Description

The RiverFront Events Fund is a special revenue fund used to account for the programs provided on Peoria's riverfront. This fund includes the management of the Gateway Building for the City of Peoria. Revenues are primarily generated through event admission fees, food and beverage sales, event sponsorships, and facility rentals. Some property taxes levied for municipal recreation purposes are included as revenues for this fund.

Fund Changes

Please refer to the program summaries.

Personnel Requirements:

	<u>2015</u>	<u>2016</u>	<u>2017</u>		
<i>Full Time</i>	4	5	5		
<i>Part Time</i>	50	50	50		

Revenues	2015 Actual	2016 Budget	2016 Revised	2017 Proposed	% Change
Erin Feis	\$233,301.76	\$200,000	\$199,994	\$196,000	-2%
Fine Art Fair	\$0.00	\$0	\$126,785	\$126,300	0%
Fireworks	\$7,353.35	\$8,400	\$65,291	\$25,400	-61%
Gateway Building	\$89,333.39	\$101,000	\$114,000	\$100,000	-12%
Gateway Building Maintenance	\$0.00	\$87,573	\$85,363	\$0	-100%
Oktoberfest	\$142,012.34	\$139,300	\$136,800	\$136,800	0%
Riverfront Administration	\$297,438.20	\$249,100	\$246,658	\$261,198	6%
Soul Fest	\$79,585.00	\$56,500	\$63,926	\$58,500	-8%
The Landing	\$317,388.73	\$320,000	\$346,371	\$309,500	-11%
Total Revenues	\$1,166,412.77	\$1,161,873	\$1,385,188	\$1,213,698	-12%
Expenditures	2015 Actual	2016 Budget	2016 Revised	2017 Proposed	% Change
Erin Feis	\$221,080.89	\$195,652	\$197,864	\$189,777	-4%
Fine Art Fair	\$0.00	\$0	\$112,937	\$107,304	-5%
Fireworks	\$10,642.41	\$8,339	\$70,479	\$25,140	-64%
Gateway Building	\$89,333.39	\$101,000	\$114,000	\$100,000	-12%
Gateway Building Maintenance	\$0.00	\$87,573	\$85,363	\$0	-100%
Oktoberfest	\$133,462.66	\$130,763	\$129,462	\$132,229	2%
Riverfront Administration	\$344,029.93	\$292,507	\$292,789	\$308,539	5%
Soul Fest	\$78,449.94	\$55,789	\$77,722	\$66,675	-14%
The Landing	\$310,684.28	\$287,178	\$296,945	\$284,034	-4%
Total Expenditures	\$1,187,683.50	\$1,158,801	\$1,377,561	\$1,213,698	-12%
Revenues Exceeding Expenditures	(\$21,270.73)	\$3,072	\$7,627	\$0	

RiverFront Fund Overview 2017 Budget

RiverFront Fund Synopsis: The RiverFront Fund encompasses nine departments: Erin Feis, Fine Art Fair, Fireworks, Gateway Building, Gateway Building Maintenance, Oktoberfest, RiverFront Administration, Soul Fest, and The Landing.

Financial Summary:

Facility/Program	2015 Actual		2016 Revised Budget		2017 Proposed Budget	
	Revenue Over Expenses (Deficit)	Per User Subsidy	Revenue Over Expenses (Deficit)	Per User Subsidy	Revenue Over Expenses (Deficit)	Per User Subsidy
Erin Feis	\$ 12,221	\$ 1.22	\$ 2,130	\$ 0.24	\$ 6,223	\$ 0.66
Fine Art Fair	\$ -	*	\$ 13,848	\$ 1.73	\$ 18,996	\$ 2.37
Fireworks	\$ (3,289)	\$ (0.03)	\$ (5,188)	\$ (0.05)	\$ 260	\$ 0.00
Gateway Building	\$ -	*	\$ -	*	\$ -	*
Gateway Building Maint.	\$ -	*	\$ -	*	\$ -	*
Oktoberfest	\$ 8,550	\$ 0.61	\$ 7,338	\$ 0.73	\$ 4,571	\$ 0.46
RiverFront Administration	\$ (161,592)	\$ (0.48)	\$ (123,731)	\$ (0.38)	\$ (145,539)	\$ (0.45)
Soul Fest	\$ 1,135	\$ 0.32	\$ (13,796)	\$ (4.60)	\$ (8,175)	\$ (2.34)
The Landing	\$ 6,704	\$ 0.22	\$ 49,426	\$ 1.41	\$ 25,466	\$ 0.85
Tax Support	\$ (115,000)	\$ (0.25)	\$ (77,600)	\$ (0.13)	\$ (98,198)	\$ (0.19)
Surplus (Deficit) After Taxes	\$ (21,271)		\$ 7,627		\$ -	

Taxing at Maximum Rate: Yes

Key Changes Proposed for 2017:

- Gateway Building Maintenance –
 - The City of Peoria has notified Peoria Park District that they will discontinue their contract with the District for Gateway Building maintenance services effective December 31, 2016.
- The Landing –
 - In 2017, staff is budgeting to continue contracting with private promoters for several Landing concerts, rather than directly operating the concerts. This means The Landing venue is able to offer stronger entertainment attractions. This adjustment in operations has no net effect on The Landing's operating budget.