



2014 RiverFront Budget Overview

The Peoria Park District's RiverFront Division has had another busy season featuring five cultural festivals, Landing concerts, community Jazz nights and much more. Support from the City of Peoria and Peoria Park District allowed us to program effectively for the community and provide quality entertainment at an affordable cost.

In the spring of 2013, record floods hit the area, forcing us to shift events, both outside and inside the Gateway Building. Our team effectively dealt with this unique challenge and no events were cancelled because of the flood. As the Illinois River receded, things started coming back to normal and we were able to focus on our programming which is highlighted in the next few sections.



Summer Concerts and Jazz Series

The CEFCU Jazz Series' 8 weekly concerts attracted Peorians to the RiverFront on weeknights throughout the summer to listen and dance to the music of our talented local musicians. These Thursday night concerts gave way to our exciting weekend concerts with an additional 20 performances making up our summer concert series at the Landing. The concert season was highlighted around July 4th, Red, White, and BOOM! weekend, by classic rock band .38 Special.

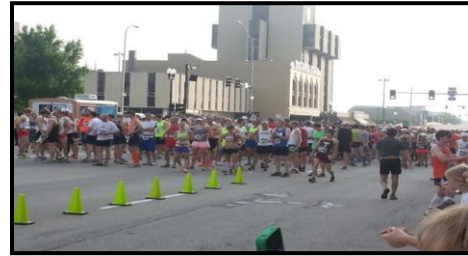
Cultural Festivals

Once again, the summer's high points included our five cultural festivals; Fiesta en el Rio, Soul Fest, India Fest, Erin Feis, and Oktoberfest. These festivals attracted people of all ages and from all over the region to observe the rich culture embedded within the food, music, dance, exhibits, and shopping uniquely presented on the Peoria RiverFront. We were fortunate to have great weather for each festival and set attendance records at Erin Feis and Oktoberfest. Highlights of the season included; R&B band Mint Condition performing at Soul Fest, the Red Hot Chilli Pipers two performances at Erin Feis, and Obenheimer Express traveling from Europe to headline another year at Oktoberfest. We added elements to each festival including an expanded Children's Area at Fiesta en el Rio and tasting areas at Erin Feis. Our Das Bier Run – a 5K race in collaboration with the Peoria Jaycees at Oktoberfest, doubled in participants from its inaugural year in 2012.



New Events

We were able to work with different organizations to bring several new events to the Riverfront in 2013. A few of these events included the River City Marathon, the Great Race, National Softball Association's opening ceremony and parade, and the Duck Dash.



In addition, we saw an increase in the amount of 5K races and charity walks along the RiverFront trail this year. As we look to 2014, we will continue to work with outside organizations and community partners to bring new events to the RiverFront and plan to add a Country Festival to our program line-up.



Promoters

The RiverFront team once again worked with outside promoters, such as Jay Goldberg Events & Entertainment, PACE, Illinois Valley Striders and more to produce festivals and events. This year, the RiverFront hosted the following events: Steamboat Festival and Classic Race, Budweiser Grand Nationals, Taste of Peoria, Blues Fest, Labor Day Picnic, and the Fine Art Fair.

Outlook

Our team was able to overcome the challenge of extreme weather early in the season to present a varied and full program of events. Over 400,000 people from near and far made their way to the RiverFront to take part in music, dance, food, and community celebration. Thank you for your support in making our events possible. We look forward to the challenges of planning the upcoming season and the excitement that can be found on Peoria's vibrant RiverFront.