



Council Communication

Meeting Date: September 26, 2023

Department: Finance Department

File #: 23-322

Subject: Communication from the City Manager and Assistant City Manager to Approve the Peoria Civic Center Budget and Annual Report.

Background:

The Peoria Civic Center Management Authority and the General Manager Rik Edgar will present their annual budget and Annual Report.

Financial Impact:

The City supports the operations of the Civic Center with HRA Taxes.

Neighborhood Concerns:

N/A

Impact If Approved:

The budget has been approved by the Civic Center Authority.

Impact if Denied:

None

Alternatives:

Council could seek additional clarification from the Civic Center Authority.

Which of the Goals identified in the Council's 2017-2032 Strategic Plan does this Recommendation advance?:

Grow Peoria

Which critical success factor(s) from the Comprehensive Plan does this Recommendation implement?:

Have an efficient government.,

Attachments:

[PCCAnnualReport_2023](#)



PEORIA CIVIC CENTER®

An  Managed Facility



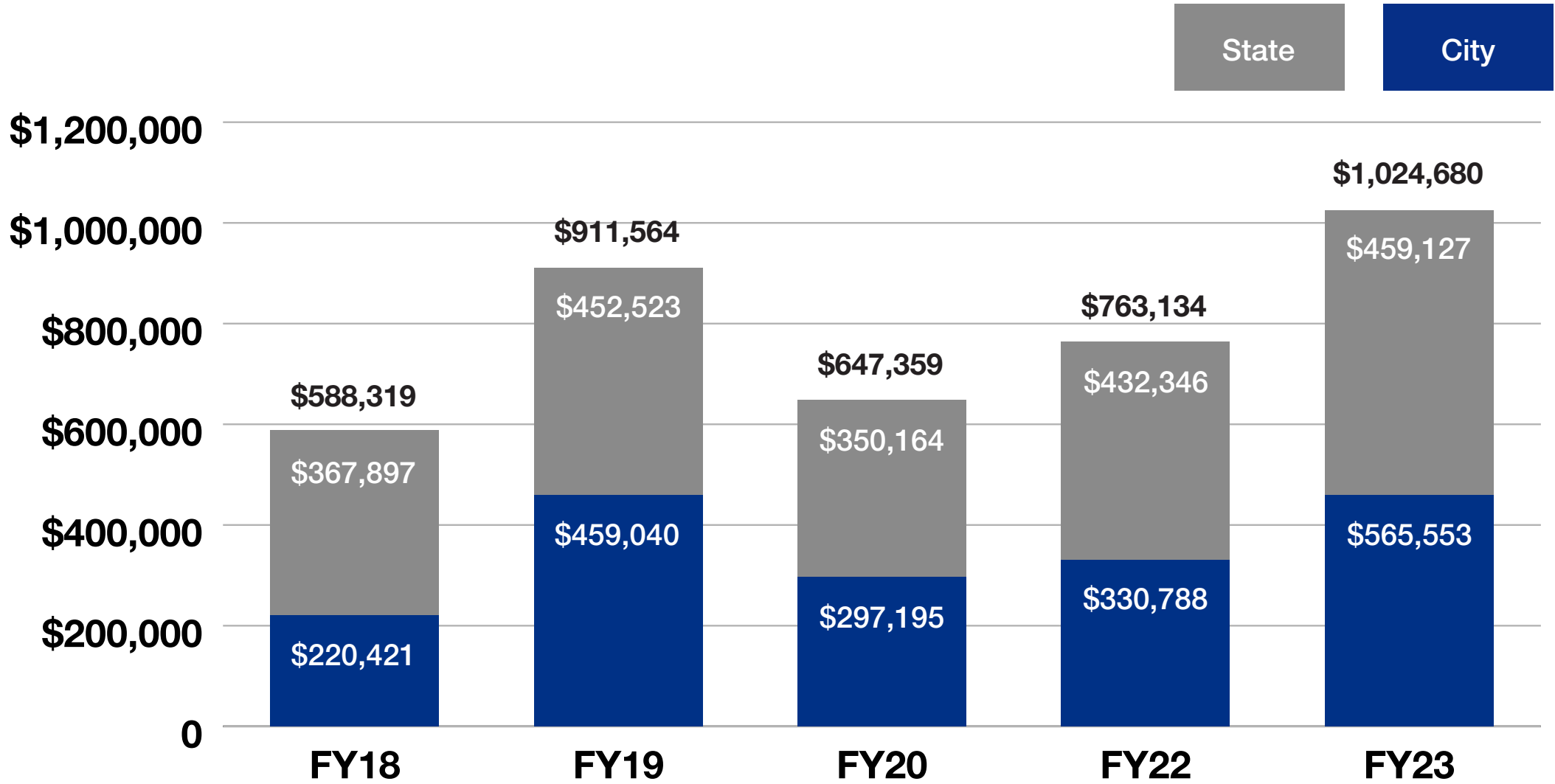
Best Financial Year Since Venue Expansion in 2007

Content Driven Results

- Net event income up by \$1M over previous best annual performance
- Adjusted Gross Income Record (\$7.1M), \$1.89M ahead of budget
- More than 50 Local Venue Partnerships & Sponsors
- Promoted to Tier One Ticketmaster Venue - More than 175,000 Tickets Sold
- More than \$1 Million in City & State taxes generated from events in FY23

PCC Taxes Paid to City of Peoria and State of Illinois

Direct Revenue from Food and Beverage, Ticketed Event Sales, and Merchandise



By the Numbers

452,791

Guests

352

Event Days

142

Ticketed Events

2,000+

Tickets Donated to Charity

\$3.1M

Gross Concessions Revenue

\$13M

in Ticket Sales

\$6M

Net Event Income

Venue Investment - Infrastructure

- Staff Retention - ***Most Important Investment***

Dedicated Full-Time and Leadership team is stable and engaged

- Peoria Expo - \$400k in new business

- Parking System - Revenue up 75%, Expenses down 300%

- Cashless Concessions System – Improved service and stronger sales

- Door Dash

- Capital Investment

Modernizing equipment – HVAC, Boilers, LED Lighting

Engineering management produced lowest utility usage

Gas Usage down 50% - 181,920 vs 363,266 (10 year avg)

Electric Usage down 21% - 7.6M kwh vs. 9.6M kwh (10 year avg)

Reduction in utilities - \$202,660 in direct savings

Capital Projects

Exhibit Hall Roofs A,B,C	✓
Arena Sound System	✓
Arena Retractable Seats	✓
New Arena Dressing Rooms	
Glass Arcade Improvements	



Arena Spotlights

LED Lighting (Fulton lot, Arena concourse,
Meeting Rooms)

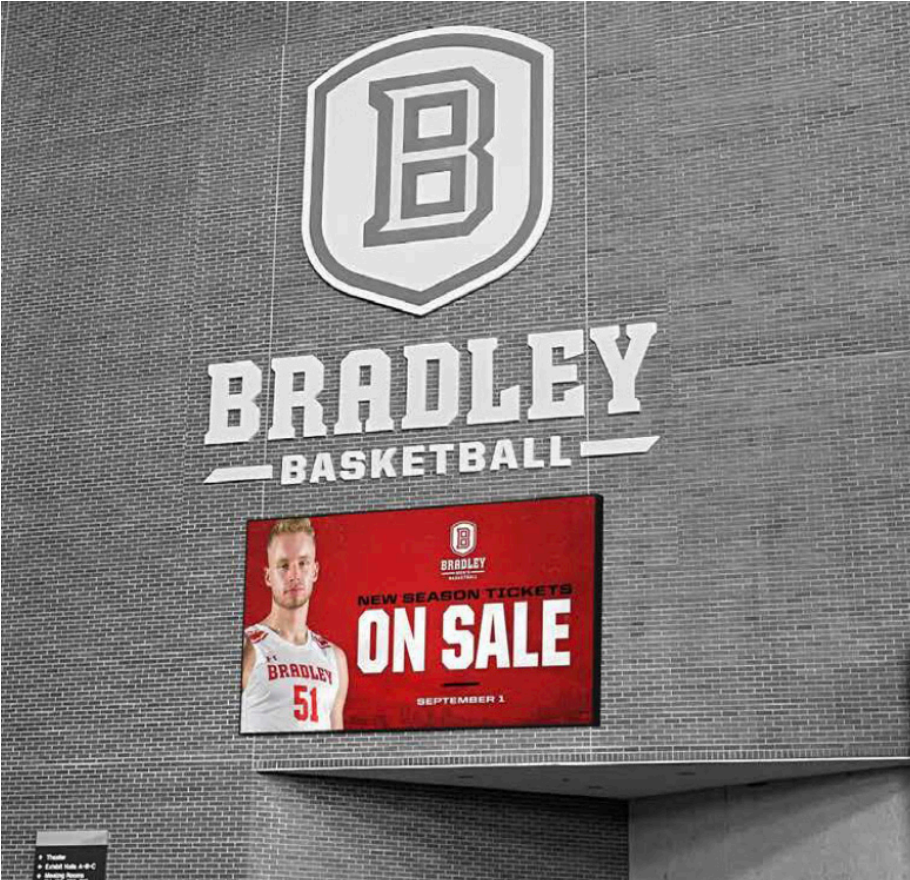
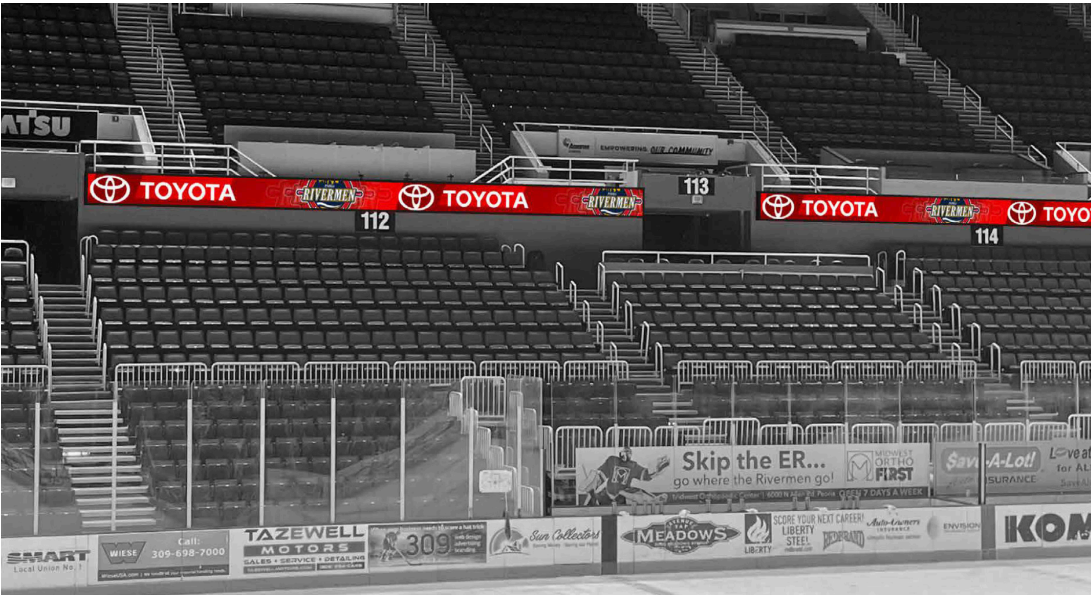
Security System Enhancements

Restroom Renovations (Arena, Theater, Hall A, B, C)

Dressing Room Renovations (Theater, Arena)

Carpet Replacement (Ballroom, Great Hall, Theater,
Administration office, Meeting Rooms)

Future Capital Projects



Restructuring Business Model

- **HRA Allocation - Lowering Dependence/Increase ROI**
 - 2019 - \$1.03 for every funded \$1
 - 2023 - \$5.45 for every funded \$1
- **Incentives to Positively Impact HRA**
 - City of Peoria - Hotels/Restaurants
- **More Flexibility on Deal Structures**
- **Tenant Contracts**

Convention Center

The Convention Center continues to experience growth in sporting, conventions and non-traditional events bringing thousands of visitors to Central Illinois. Many of these events including Jurassic Quest, 2022 Pokémon Regional Championships, ILMEA (12,000 Guests), Greater Peoria Area Farm Show, Varsity Spirit Cheer Championships (750 Room Nights), Plant Based Expo (Locally Produced) to name a few brought increased business to downtown hotels and restaurants.

- **Looking forward to future growth**

2023 Pokemon - 10,000 Guests Projected over 3 Days

2024 Summit Volleyball Tournament hosting 128 teams on 20 courts over 3 days



Why ASM Global?

- **\$1M in direct investment into the PCC by ASM Global with current contract**
- **Industry Name Recognition - Respected Brand**
 - Largest Venue Management Company in the World
 - National Relationships provide opportunities - ASM local talent executes on those leads
 - Networking opportunities with Agents and Promoters - ASM Only Events
- **Regional Marketing**
 - Peoria has Regional Marketing Manager at PCC - in the lead position on market trends and business practices
- **ASM Global Ticketmaster deal provides stronger returns than competitors**
- **PCCA extended relationship with ASM Global through August 2028**



ASM Global Meetings

- ASM Convention Center Executive Meetings - Salt Lake City
- ASM Booking Meetings - Los Angeles
- ASM Regional Marketing Meetings - Oklahoma City
- IEBA - Nashville (Booking Panel)
- ASM Central Marketing Meetings - Long Beach
- ASM IAEE Convention Booth Co-op - Louisville
- ASM Sports ETA Booth Co-op - Kansas City
- ASM Arena Executive Meetings - Oklahoma City
- Pollstar ASM Group - Beverly Hills
- ASM Theater Executive Meetings - Jacksonville
- IEBA Mixers - Los Angeles & New York City



2023



CONCERT MARKET

RANKINGS

#2 MARKET IN ILLINOIS

Page 13 of 14



2 SOLD OUT SHOWS

ON THE SAME NIGHT – December 3

Harry Connick Jr.

*Highest Grossing Event
in the Theater*



Pentatonix

Arena



RECORD BREAKING PERFORMANCES

Hot Wheels Monster Trucks Live

Glow Party in 2023 Set New Motor Sports Record



Bert Kreischer Breaks Highest Grossing Comedy Record in March 2023

Originally set by Bill Burr in November 2022



Total Venue Utilization

- 16,000+ Guests in 72 Hours
- Sold Out Bert Kreischer show in the Arena
- 2 Peoria Rivermen Hockey Games
- Rend Collective in the Theater
- Peoria Prowlers Roller Derby in the Exhibit Halls
- Greater Peoria Sports Hall of Fame Banquet in the Ballroom



PHOTO COURTESY OF MATT DAYHOFF/JOURNAL STAR





Bradley Braves Mens Basketball



2022 Missouri Valley Conference
Regular Season Champions

Bradley vs. Drake - Highest attended
arena event since February 2020



Peoria Rivermen Hockey



Regular season SPHL champions

More than 5,000 student attended
the Annual Education Game

LEGENDS IN PEORIA



Buddy Guy



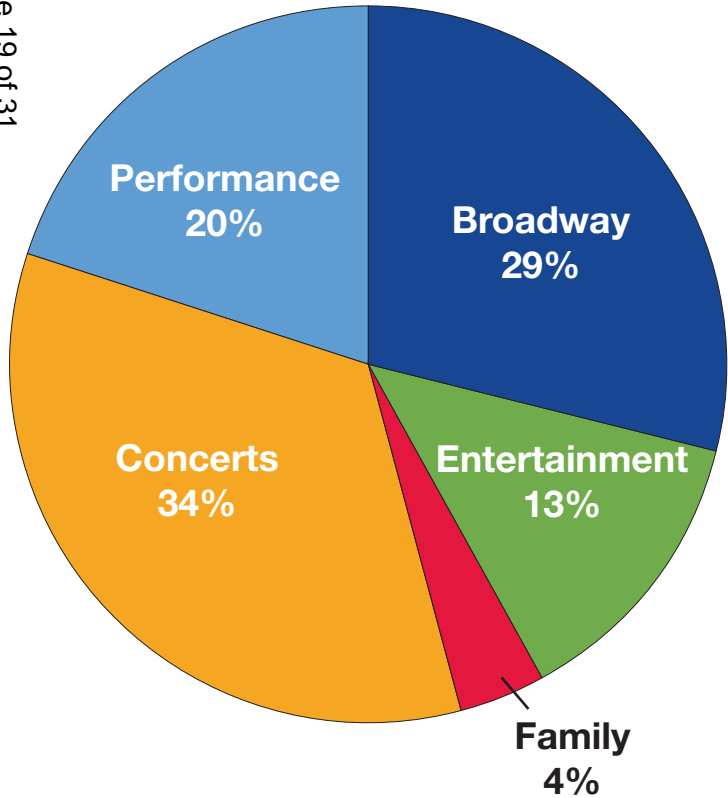
Gordon Lightfoot



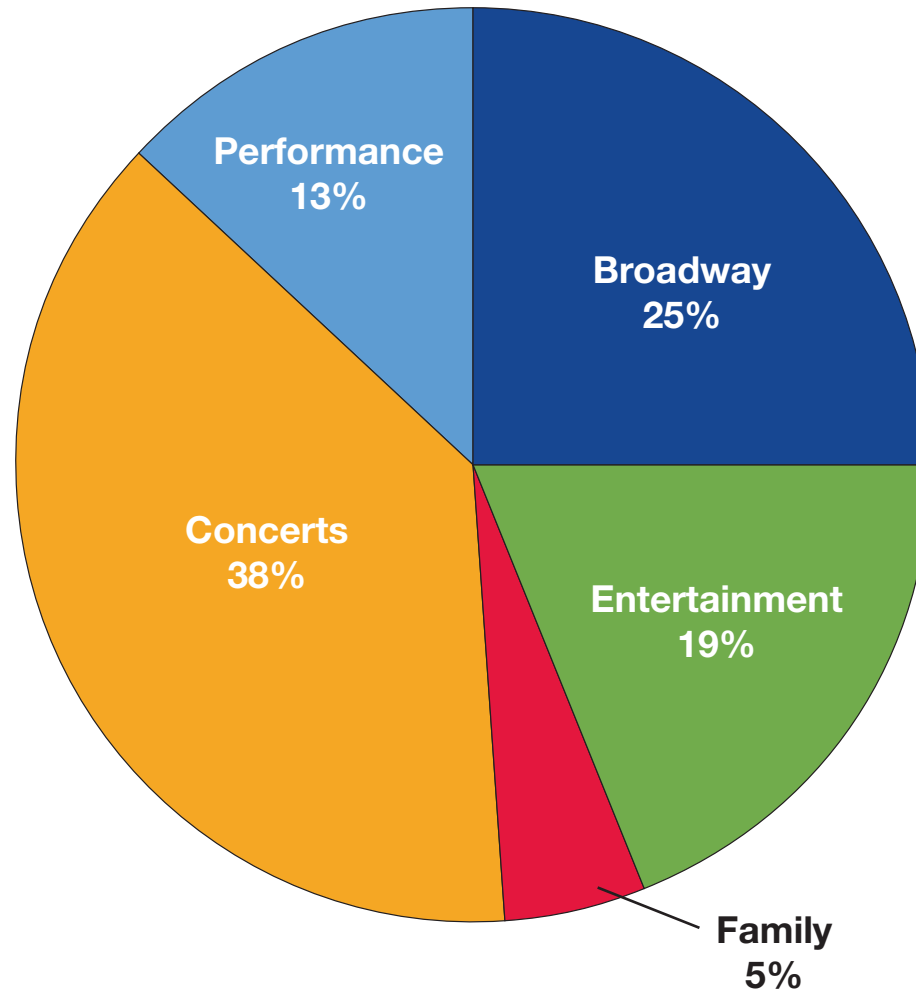
Frankie Valli

Theater

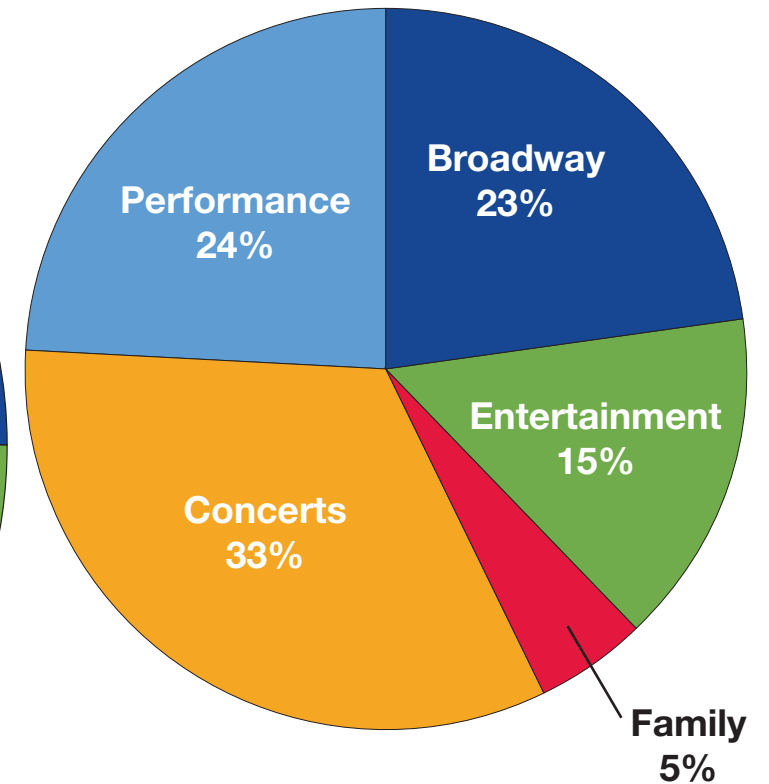
Event Days



Revenue

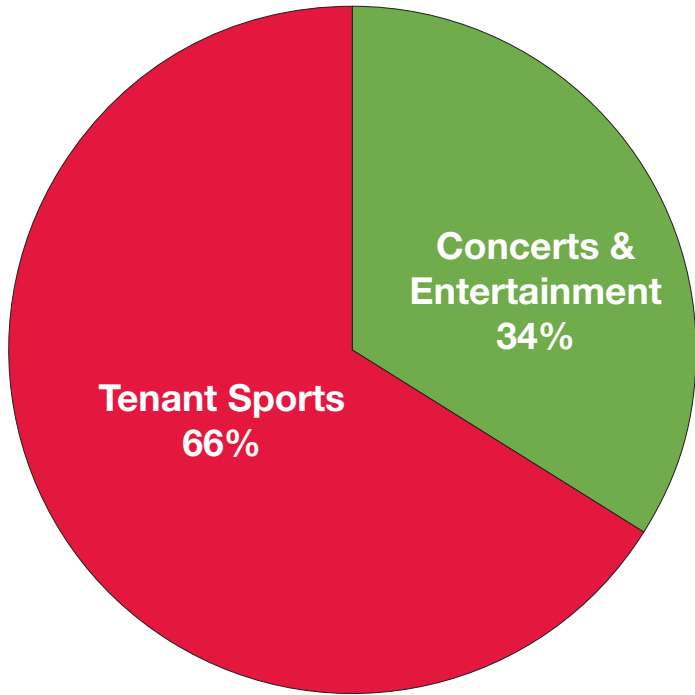


Attendance

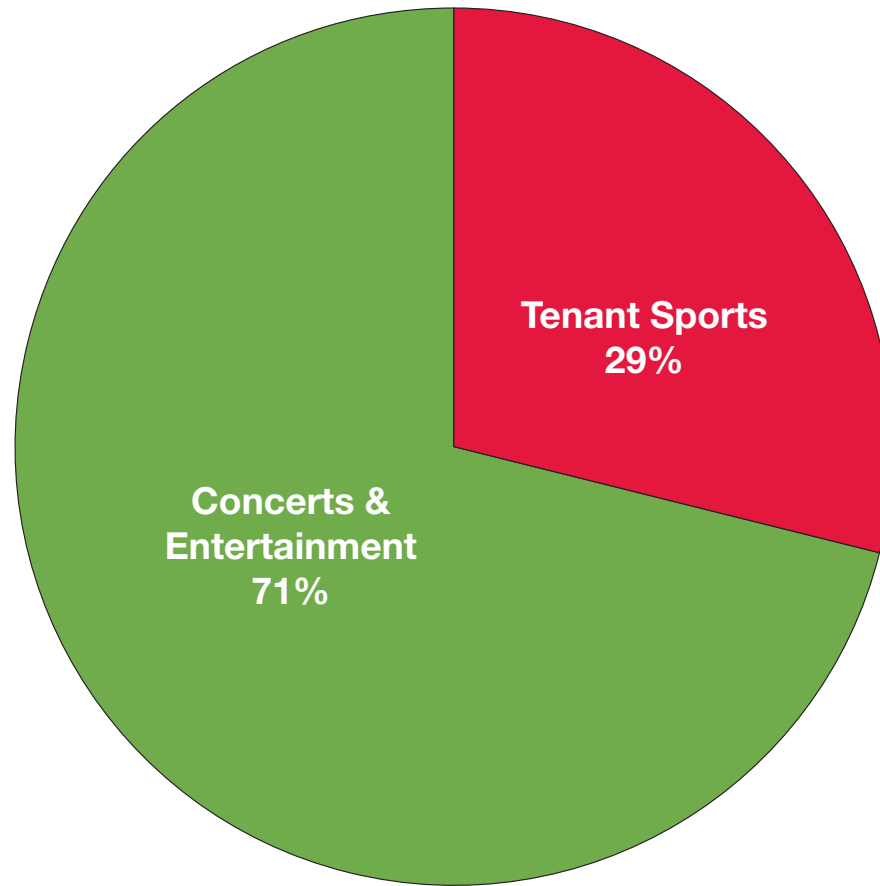


Arena

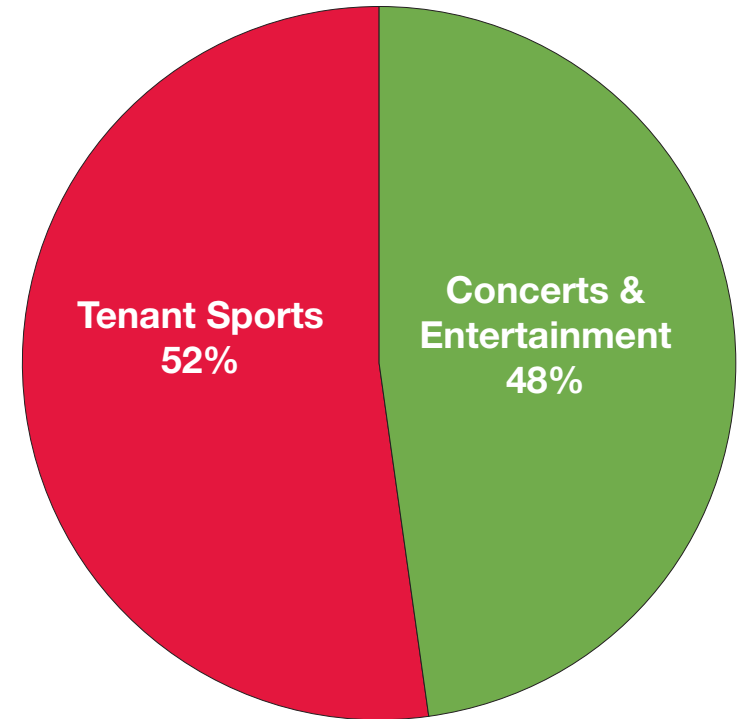
Event Days



Revenue

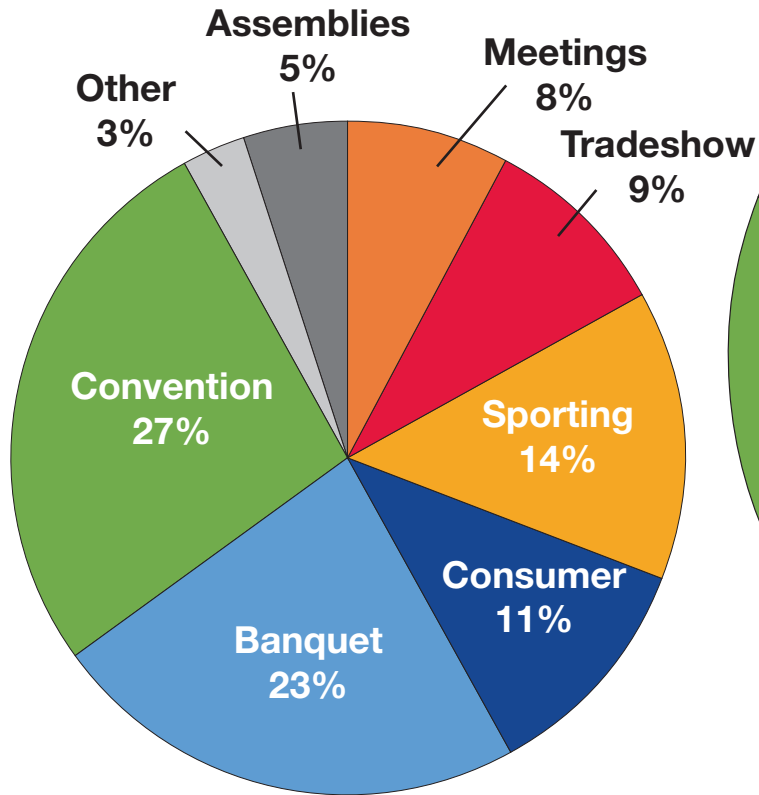


Attendance

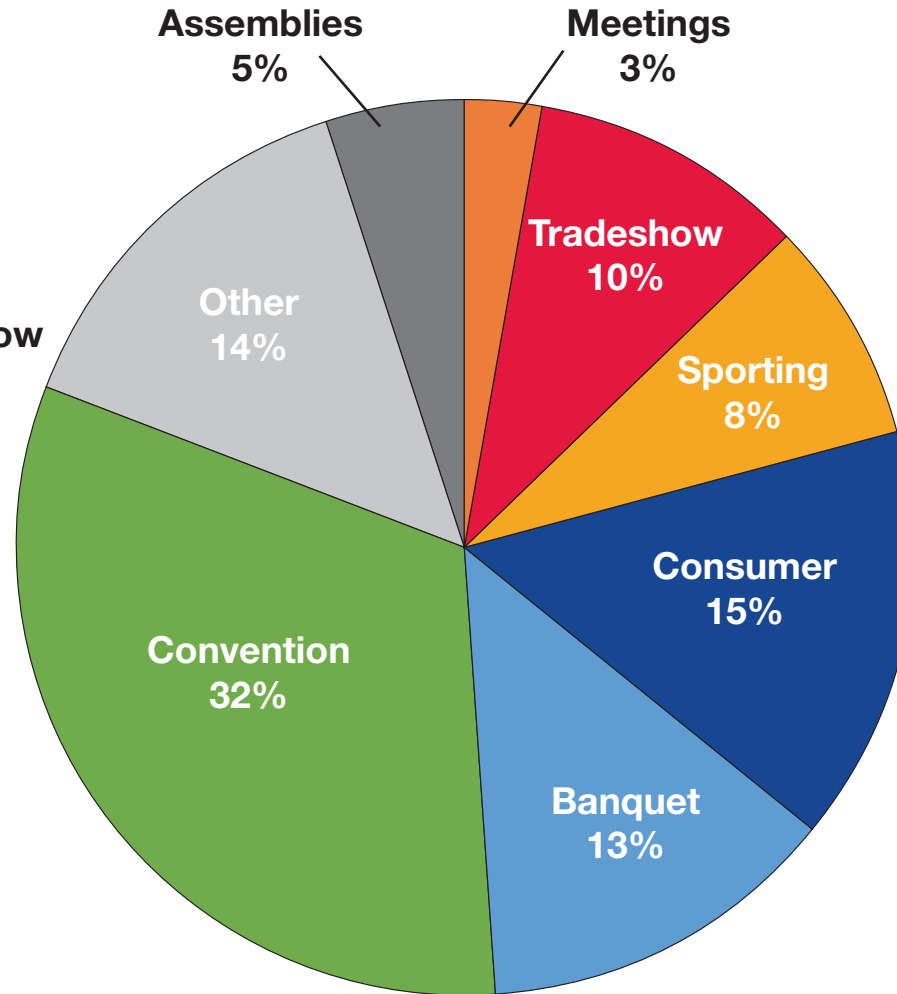


Convention Center

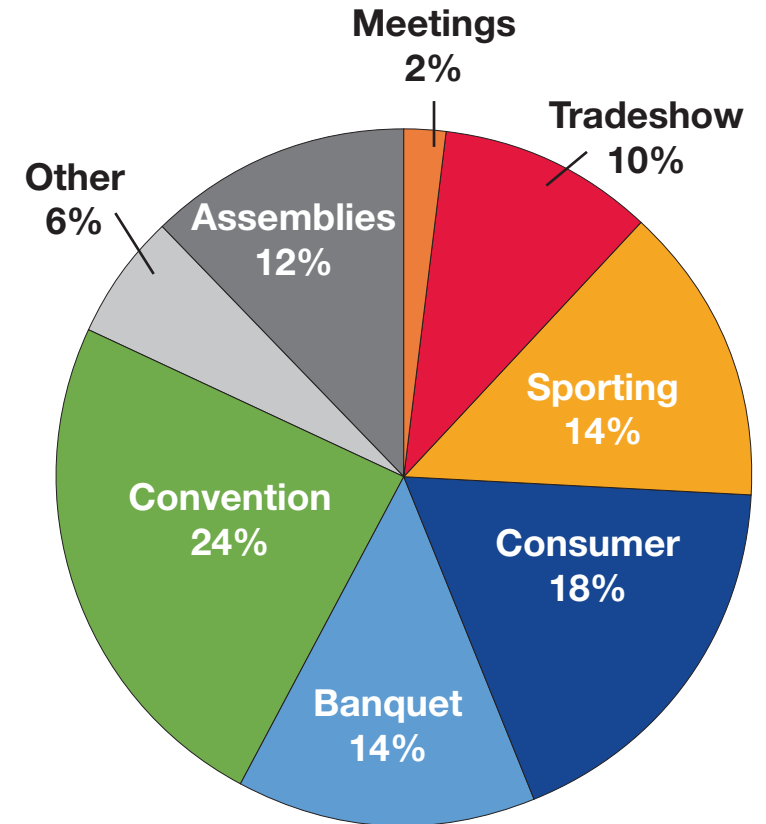
Event Days



Revenue



Attendance



FY24 – Future Considerations

- **Arena Renovations**

Arena is responsible for 50-60% of total venue revenue. Renovations has impacted the bottom line due to reduced availability.

- **Insurance**

New roof and addressing deferred maintenance provides staff with opportunity to utilized talents to efficiently manage operation.

- **Revenue Compression**

Labor/Commodity increase in conjunction with market reception
Compression impact on banquets, smaller theater and local events.

Opportunities for Growth in 2024

- **50-50 Market provides unique opportunities**
- **Audience Builder Fund**
- **Growth in the Sports Market / Convention events**

50-50 Market

- **Diversity of Acts**

ZZ Top

Anastasia

Walker Hayes

World Ballet Series: Cinderella

Chelsea Handler

Jo Koy

Aaron Lewis

Dr. Jordan Peterson

Ted Nugent

RuPaul



Audience Builder Fund

- **Targeting New Opportunities**

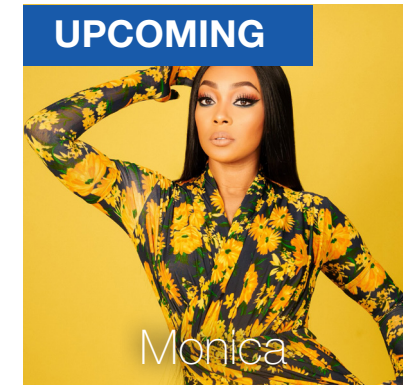
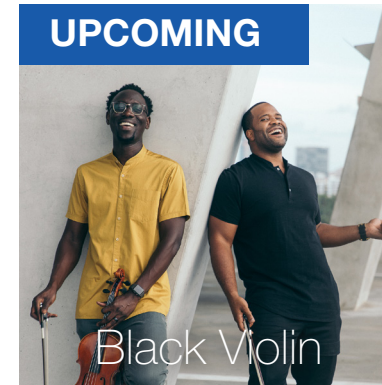
Monica

Black Violin

Maverick City Music

Malevo

Complexions Contemporary Ballet



Growth in Sports Market/Convention Events

- **Meeting the Mission of Economic Impact**

Growth in both the B2B and B2C in the convention center particularly in the sports and convention/conference sectors has led to increased room nights and restaurant traffic

- **Building New Event Organizer Relationships**

Day 2 Events (Loves Park, IL) hosted their first event at the PCC in September 2022. Since then, they have hosted two additional events and contracted another two including the 2023 Pokemon Regionals which the PCC acquired from St. Louis

Vette City Events (Dallas, TX) will host 128 teams at their 3-day Summit Volleyball Tournament in March 2024. The three-year commitment will see upwards of 8,000 athletes and guests annually



What We Do is Cool & Fun!



Jims Steakhouse Downtown Peoria
April 7 at 10:30 AM · 🌐

One of the nicest guests we have hosted here at Jim's Jo Koy was an amazing guy! And another sold out show!



👍❤️ 361

16 comments 11 shares

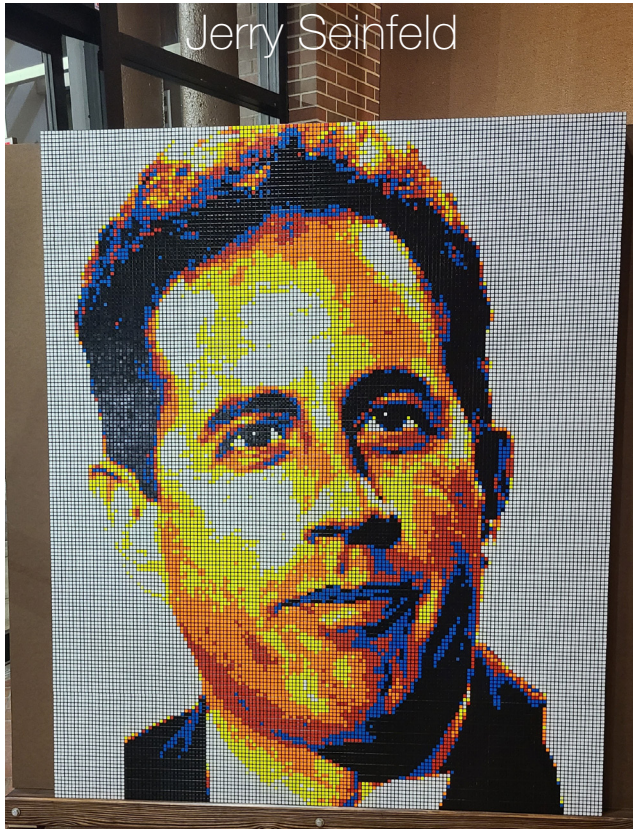


👍🗨️📌

38,347 likes

danny_gvf Finally, a course giving me the star studded treatment I deserve. Thanks, @countryclubofpeoria! – Chip Bunker

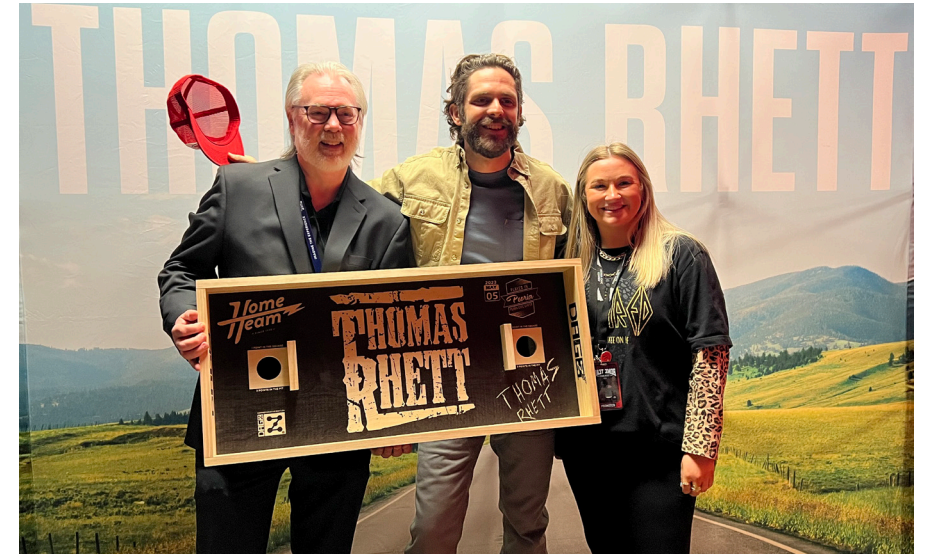
Artist Gifts - "It Plays in Peoria"



Jerry Seinfeld



Katt Williams



John Mulaney



Charlie Berens



Chelsea Handler



Do Koy



Cheap Trick



WALKER HAYES
DUCK BACK TOUR

Looking Ahead

October

Bluey's Big Play

MANIA: The ABBA
Tribute

Grand Kyiv Ballet:
Swan Lake

Black Violin

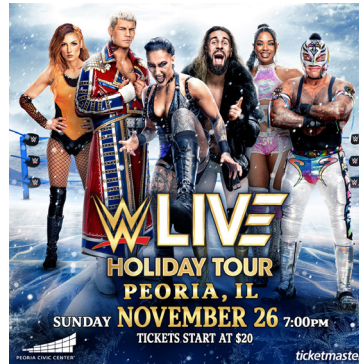
Derek Hough

Peppa Pig

Floyd Nation

Therea Caputo

Gabriel Iglesias



November

Nate Bargatze

Dwight Yoakam

Wynonna Judd

Monica

Meopause the
Musical

Sal Vulcano

Nurse Blake

Jurassic Quest

The Johnny Cash
Experience

An Evening with the
Late John Cleese

Skillet & Theory of a
Deadman

Daniel Tiger

The Fab Four

Maverick City

Cirque Musica

Holiday Wonderland

WWE Holiday Tour

Million Dollar Quartet

Christmas

Looking Ahead

- **December**

HARDY

Turnpike Troubadours

Mannaheim Steamroller



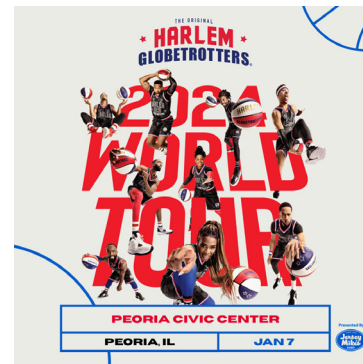
- **2024**

Harlem Globetrotters

Hot Wheels Monster Trucks Live

Brad Williams

Complexions, Simon & Garfunkel, Mean Girls, Malevo, Jesus Christ Superstar, The Cher Show



“You have to trust in something - your gut, destiny, life, karma, whatever. This has never let me down, and it has made all of the difference in my life.” - Steve Jobs