

DOWNTOWN
DEVELOPMENT CORPORATION
of
Peoria

www.downtownpeoria.us

DOWNTOWN PEORIA **NEWSLETTER**

AUGUST 2021

DDC Activities

Vision for Downtown Peoria

Michael Freiling, DDC President/CEO, recently spoke with Andy Kravetz, a reporter for the Peoria Journal Star, regarding the vision for Peoria's downtown and how more residents there might spark a revival. Mr. Freiling told the PJS that his vision for Downtown Peoria is **“one full of people walking up and down sidewalks to their homes or their places of employment.”**



Where others might see Peoria's downtown as a relic of a bygone era, he doesn't. Instead, he stated that the Downtown Development Corporation has studies showing that there's demand for people to live in Downtown and believes that when they do, the area will take off. **"The strategy that every city has endeavored to revitalize its downtown has done so by bringing people back to live in the downtown; you have to increase your downtown residential population,"** Freilinger said. **"If you have people living downtown, they will be out on the street and supporting the businesses and the services that are downtown. With the activity of those people on the street, it will draw people from outside of the downtown."**

To read the in-depth article published on July 7th in the Peoria Journal Star, visit the web site at <https://www.pjstar.com/story/business/2021/07/06/peorias-downtown-could-thrive-more-residential-condominium-apartments-planner-says/7816917002/>

Redevelopment



Michael Freilinger, DDC President/CEO, is working with at least three out-of-town developers as well as local developers interested in redeveloping historic buildings into mixed-use residential properties to help meet the current demand for people to live downtown. We have the potential to turn around three to four major buildings that would add 300 or more residential units. With the extension of the Rivers Edge Redevelopment Zone (RERZ) funds for another three years, now is the time to get in the market. We feel confident that developers will make commitments and get in on the action to make use of these funds. We hope to have exciting announcements soon, especially in the growing Warehouse District.

DDC 2021 Fundraising Campaign

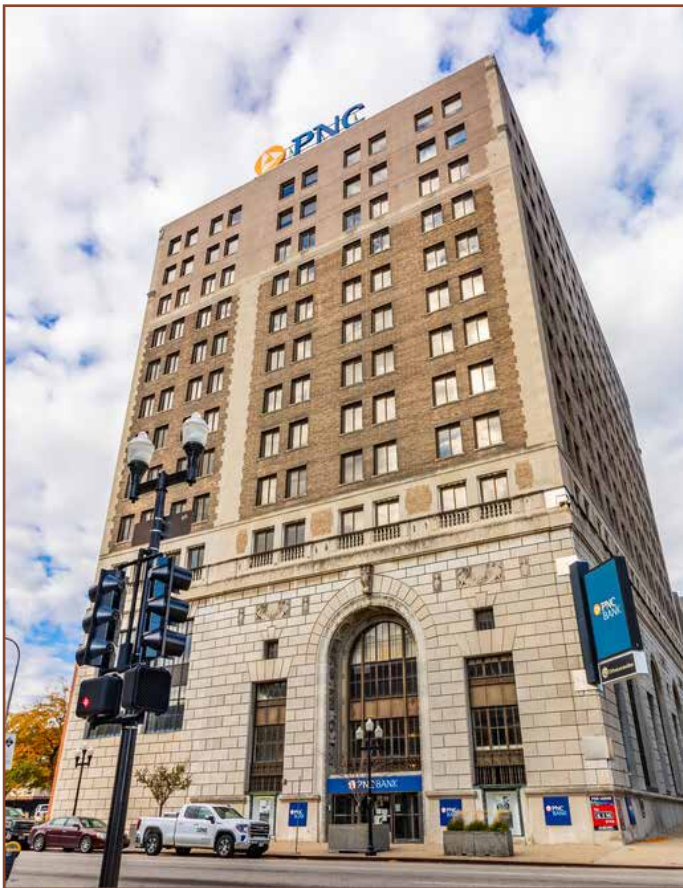
Our 2021 fundraising campaign will begin in earnest mid August. As a non-profit organization, we want to thank our founders and loyal contributors who have sustained us since our inception in 2014 and hope that we can count on you once again in our efforts to revitalize Downtown Peoria.

DDC 2020/21 Annual Report

Our 2020/21 annual report has been approved by the DDC Board and is available on our web site at <https://www.downtownpeoria.us/>. In spite of the recent pandemic, we realized many successes in downtown Peoria with new businesses opening and redevelopment projects in process. Visit our web site to read the report. We welcome your feedback and thoughts on the future of downtown Peoria. Together we can make a difference!

Contributor Spotlight

PNC Bank



PNC Bank’s “Main Street” philosophy reflects its commitment to delivering on strategic priorities while looking out for the best interests of its customers, communities, employees and shareholders. The bank believes its success will be proportional to the prosperity it helps to create for each of these stakeholders. That belief shapes how PNC conducts business and builds a talent-focused culture full of opportunities for the employees, strengthen communities, deliver exceptional customer experiences, and strive to put doing what is right ahead of every other consideration.

PNC's support of the Downtown Development Corporation of Peoria (DDC) over the past several years has helped to encourage development in Downtown Peoria and is part of PNC's commitment to advance and improve our neighborhoods. PNC's relationship with the DDC is comprehensive, as the organizations share many of the same values and vision. An example of this is DDC's vision for, and the demand of, individuals and families living in downtown Peoria making significant economic contributions to the vitality of the area.

PNC has committed billions of dollars in home lending, through residential mortgage and home equity loans to "low-to-moderate income" areas and minority borrowers in addition to resources to Community Development Financial Institutions (CDFI's) and affordable housing. The bank has been a part of downtown Peoria for decades, and its leadership think that seeing our downtown expand with new restaurants, shops and businesses is encouraging.

"This collaboration between PNC Bank and DDC supports the diversity of the area and fosters growth in our downtown," said

Brian Ray, PNC regional president of Central Illinois. And PNC's commitment to move all forward financially includes specifics that help the consumer, a critical part of our business as our clients, members of our business communities, and family. A vivid example of this is PNC's Low Cash Mode that enables its Virtual Wallet® consumer checking customers to gain more control when their account balance is low and avoid overdraft fees. The feature allows customers extra time to bring their account balance back up to at least \$0, payment controls and intelligent alerts.

PNC and DDC believe that **"we are stronger together"** in facing the challenges and opportunities for growth in Peoria. With this growth, businesses will find Downtown Peoria attractive and full of potential.



New Business Spotlight

Fitness by Paula



Paula Van Kuren is a Personal Trainer and Fitness Nutritionist, Certified through NASM. She recently opened an exciting, “swinging” fitness studio on the top floor of 1213 SW Adams St. in the Warehouse District. According to Paula, **“Life is too short for boring workouts! Why count reps when you can swing & play?!”** This is an aerial fitness gym with hoops, silks, and bungees. **“Aerial fitness is an intensive upper body, core, really full body workout,”** Van Kuren said. **“At Fitness by Paula people of all ages are welcome to come and play as if they were kids again. And tricks that look difficult at first are actually much easier to master.”**

Van Kuren is all about creating a positive space. This is a place where being upside down is therapy! Classes include Aerial Gentle for beginners, Aerial Fire for intense conditioning, and Ground Flow for pilates/barre. Personal training as well a

partner training and small group training sessions are also available.

Great aerial shots and videos are on Facebook at Paula’s Fitness Page. To take your workout session to new heights, book a session today with Paula and her amazing trainers at <https://get.mnbdby.ly/LuAk1BsbBgb>. Paula promises, **“It’s the most fun you’ll have working out!”**

Property for Lease

Office Space at 300 Hamilton Blvd., Peoria, IL



This iconic brick building right across from the Peoria County Courthouse in the Central Business District was built in 1991.

- retail/office space street level
- 2 levels of parking
- remaining levels - office suites

Available for lease:

- 24,715 sq. ft. on 1st level
- 4,103 sq. ft. & 3,537 sq. ft. on lobby level
- 9,299 sq. ft. & 11,773 sq. ft. on 3rd level
- onsite security/badge readers
- offices can be divided

Contact Jason Miller at Maloof Commercial (309) 693-3000 or jason@maloofcom.com.

Property for Sale



The DDC is currently in possession of the following properties located in the heart of the Warehouse District. We are anxious to see these properties sold to new owners who have a passion for redevelopment in downtown Peoria. These parcels would be fantastic for vertical development. We are interested in selling them together or individually. Contact Michael J. Freiling at (309) 369-6038 or michael@downtownpeoria.us.

724 SW Adams Street, Peoria, IL



Originally built as the Mitchell Hotel, this 18,000 SF, three-story building built in 1895 has also been known as the Julian Hotel, Ray Hotel, and Grace Hotel. This property is available for vertical development in the heart of the historic Warehouse District with many restaurants nearby. Best of all, it is located across the street from Dozer Park, home of the Peoria Chiefs, and is just two blocks away from the Peoria Riverfront. Historic Tax Credits would be avail-

able for redevelopment of this historic icon. The asking price is \$200,000. For more information on this property, contact Michael J. Freiling at (309) 369-6038 or michael@downtownpeoria.us.

726 SW Adams Street, Peoria, IL



Adjacent to the property for sale at 724 SW Adams Street, this property is currently used as a surface parking lot in the historic Warehouse District. The approximate size of the property is 0.250 acres, dimensions are 60' X 181', with 25 parking stalls (including 1 handicap stall). Located at the NE corner of SW Adams and Oak Streets, this is a prime piece of real estate surrounded by retail stores, restaurants, Dozer Park, and the historic Peoria Riverfront,

and is available for vertical development. The asking price is \$200,000. For more information on this property, contact Michael J. Freiling at (309) 369-6038 or michael@downtownpeoria.us.

225 State Street, Peoria, IL



Currently a parking lot, 225 State Street, approximately 181' x 60', is located in the ever expanding Warehouse District, just down the street to the north of the properties listed above. Great location for a mixed-use development. Many amenities in the area, most notably Dozer Park, home of the Peoria Chiefs. Asking price \$200,000. Contact Michael J. Freilinger for more information at (309) 369-6038 or michael@downtownpeoria.us.

Downtown Resident Spotlight

Aaron Chess



Our downtown resident spotlight this month features Aaron Chess, a community leader in Peoria. Aaron serves on the BIZPAC board, the Racial Justice and Equity Commission, is an ambassador for Peoria Chamber of Commerce, and the founder of Peoria Clean Up, a volunteer organization. Aaron grew up on the south side of Peoria and currently resides in the Twin Towers in Peoria's central business district. He says that he has wanted to live downtown since he was a kid and last year made that happen. Aaron says, **"I love the location because it feels as if you are in the middle of everything."**

We were interested in Aaron's opinion of downtown living. Here is what he had to say:

DDC: Do you prefer renovated old buildings or modern new buildings downtown?

AC: I think both are great options, but with our downtown, we are lucky to have older buildings that are no longer being used and the structures of those buildings are still so intact. I believe that renovating them would be great.

DDC: Is the price of living in the city affordable?

AC: Yes, extremely affordable.

DDC: Is there a sense of community?

AC: There isn't really a sense of community from what I've seen, but I would love to do my part as a community leader to help bring that sense of community to the downtown area.

DDC: Are there enough food/beverage options?

AC: There are limited options other than the bar spots. With OSF moving its HQ downtown, I see a lot of more options coming downtown.

DDC: Is there enough entertainment in the city?

AC: Yes, I believe there is.

DDC: Do you plan on staying in your current residence downtown?

AC: Yes, I plan on staying downtown for quite a while. I love how central it is to everything.

DDC: What do you think about the new development and new businesses opening in Downtown Peoria?

AC: I'm excited for the big developments. It's for sure going to bring lots of opportunities.

DDC: How will that affect/benefit you and your business?

AC: I believe it will attract new residents to want to move into the downtown area.

DDC: What effect has the DDC had on downtown improvements and/or you and your business?

AC: I love how the DDC is constantly working to bring new opportunities to help make our downtown vibrant.

DDC: What do you most like about living and working downtown?

AC: I love the environment. I especially love taking walks in the evening along the riverfront.

DDC: What improvements would you like to see?

AC: I would love to see more food options in the food court of the Twin Towers and utilizing the vacant storefronts downtown for startup businesses and pop-up shops.

DDC: What new businesses and services would you like to see?

AC: I, along with many other residents, would love to see a mini mart of some kind where we will be able to get things such as milk, produce, etc. instead of having to drive to Walmart, somewhere that is within walking distance.

DDC: What is your vision for downtown Peoria?

AC: My vision is for Downtown Peoria to be the place everyone wants to come and enjoy what our city has to offer, just like in bigger urban cities.

To find out more about downtown living options and downtown development, visit the DDC web site at www.downtownpeoria.us.

Announcements



OSF HealthCare and Peoria Riverfront Museum have partnered to create the **“Gallery of Saint Francis”**. The gallery, located at OSF HealthCare Saint Francis Medical Center, features full-scale, high-resolution replicas of the world’s greatest artworks depicting Saint Francis of Assisi, beginning with Giovanni Bellini’s masterpiece, **“St. Francis in the Desert,”** provided by The Frick Collection.

The artwork is intended to inspire patients, families, visitors and staff entering OSF HealthCare Saint Francis Medical Center. Additional artwork depicting the iconic saint will be added to the gallery over time and in partnership with museums and collections worldwide. **“St. Francis in the Desert by Giovanni Bellini is considered the most important Renaissance painting in North America. Painted around 1480, the work which has been known to strike people breathless, has hung in The Frick Collection in New York since 1915.**

Bellini is regarded as the most important Venetian painter of what is termed the ‘High Renaissance,’ the technological pinnacle of the Renaissance,” said Bill Conger, Peoria Riverfront Museum chief curator.

“What a thrill for the board and staff of the Peoria Riverfront Museum to be able to work with OSF HealthCare and The Frick Museum to inspire people with what we believe to be the greatest painting of Saint Francis in the world. There will be nothing else like this new Gallery of Saint Francis with many more paintings to come,” said John Morris, Peoria Riverfront Museum CEO.

“All of us at The Frick Collection are honored to be able to share an image of our painting, St. Francis in the Desert by Giovanni Bellini, with the patients and staff of OSF Saint Francis Medical Center. The painting is a favorite of visitors to our museum in New York. It is a work that invites contemplation and inspires the viewer. We hope that this will happen in Peoria too,” said Ian Wardropper, Anna-Maria and Stephen Kellen, Director of The Frick Collection.

The “Gallery of Saint Francis” is sponsored by museum board members Dr. Sarah N. Zallek and Dr. Christopher Zallek and is being facilitated by the museum’s guest curator Bill Heidrich.

Zion Coffee Changes Hands



When building owners Angie and Jon Walker purchased the property at the corner of Adams and Oak, they immediately envisioned a coffee shop at this growing hot spot in Downtown Peoria.

Five years ago, they extended an offer to Banu and Mike Hatfield, and Zion Coffee opened a prosperous coffee bar in the heart of the Warehouse District, in the historic Union Hotel building located at 803 SW Adams Street.

Five years after launching their first brick and mortar cafe and roastery operation in Peoria's Warehouse District, Zion Coffee owners Banu and Mike Hatfield announced they are selling their business to a previous Zion employee, Savannah Hattan and her partner, Jared Jensen. With over 20 years of hospitality industry and construction/maintenance experience, Savannah and Jared look forward to combining their passion for small business, leadership, and community building to serve the Peoria area.

“We are so excited to take this next step with a business that means so much to us. We love what Zion brings to our community and want to carry that legacy forward into the next chapter”, said Savannah Hattan. They expect to take the helm on September 1, 2021.

Zion Coffee was originally founded in December of 2013, sourcing coffee directly from small growers in developing countries. Zion's profit-sharing model has helped to advance the lives of farmers and their surrounding communities through investment in expansion projects, tools, and education.

We extend a warm welcome to new owners, Savannah and Jared, and are thrilled that the Zion Coffee tradition will continue in the Warehouse District.

Madison Theater Tours



The Madison Preservation Association plans to play host to tours of the Madison Theater building, located at Main Street and Madison Avenue in Peoria.

The tours are to last about two hours and include a brief overview of the renovation project. Tours open to the public are scheduled to begin at 11:30 a.m. and 4 p.m. Aug. 19 and at 11:30 a.m. Aug. 28. Refreshments are to be provided.

To RSVP, call (309) 431-1612 or email info@TheMadisonTheaterPeoria.org.

Downtown Activities

Peoria Riverfront Market

If you haven't been to the Riverfront Market, make it a "must-do"! On Saturday mornings now through September, you will find fresh vegetables and produce, hot pretzels, cheesecakes, pastries, beverages, meats and cheese. Enjoy arts and crafts as well as live music and balloon art and face painting for the young and young at heart. Follow them on Facebook and Instagram.

Peoria Civic Center

We are happy to report that events are again taking place at the Peoria Civic Center. In July, the center hosted basketball tournaments, as well as a performance by music icon Chicago. August looks promising with Foreigner on tap; and on September 9th, Comedian Jo Koy will bring his Just Kidding World Tour to Peoria Civic Center Theater. For more exciting upcoming events to entertain you well into the fall, visit the web site at www.peoriaciviccenter.com.

Sculpture Walk Peoria

On Washington Street, between Liberty and Oak, take a self-guided walking tour or a docent-led tour of this year's fantastic sculpture art. Visit the web site at <https://artspartners.net/swp/> to learn about the sculptures and the artists, view the map, and find out about the docent-led tours. The sculptures are commanding and provide great photo opportunities.

Visit Peoria!

The DDC web site is a wonderful resource for development information and things to do in downtown Peoria. In collaboration with Peoria Riverfront Association, we keep an updated pulse on downtown activities. If you are looking for a fun escape, visit our web site at www.downtownpeoria.us/play.

www.DowntownPeoria.us

Downtown Development Corporation of Peoria (DDC)

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