

**Peoria Park District 4th Quarter Report**

*Please see below, the 4th quarter 2011, report for activities performed under the contract between the City of Peoria and the Peoria Park District regarding Riverfront and Gateway events.*

**PEORIA PARK DISTRICT  
RIVERFRONT DIVISION  
REPORT TO THE CITY COUNCIL  
CITY OF PEORIA  
FOR THE PERIOD OF OCTOBER THROUGH DECEMBER 2011**

The RiverFront Team is beginning to focus on the 2012 event season. While the 2011 season was successful, we are eager to build on that success and make 2012 even better.

Our vision for 2012 includes working with a promoter to bring a different type of festival to the riverfront as well as adding to the number of events hosted each summer. We believe that the RiverFront can sustain these increases while continuing to provide quality family programming.

As we have said before, our financial success is very much weather dependent. While we may have an excellent season one year, the next may be challenged by bad weather, although our effort and dedication does not change. 2011 offered a weather related challenge in the form of very hot weather. People came out to the events much later in the evening than normal causing a decrease in our profits. We also battled rain and flooding during the 2011 season.

In an effort to add to the Gateway Building's offerings, we hosted the first Holiday Gift Show early December and a New Year's Eve celebration with The Boat Drunks on December 31<sup>st</sup>. Both events were received well by the community and we hope to add them to our yearly schedule in the future. With the changes in the economy over the past few years, we have found that the income from corporate meetings has significantly decreased. Therefore, we will be focusing on adding more non-traditional programming in the Gateway Building. We are pursuing partnerships with organizations such as the Art Guild to provide corresponding programming inside the Gateway Building during outdoor festivals.