



ILLINOIS RIVER CENTER AT HAVANA

Linking Resources for Success

Governor's Conference on the Management of the Illinois River System
(October, 2005)



Linking Resources For Success

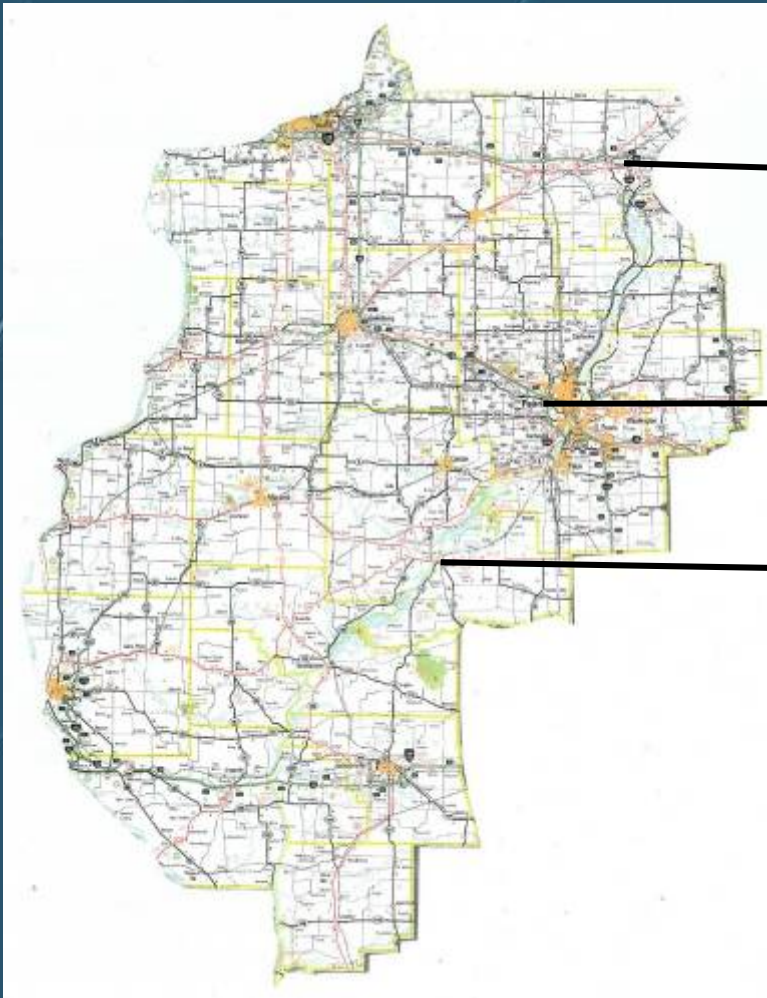
- **COMMUNITY REVITALIZATION STRATEGY**



GOAL: To take advantage of the Illinois River as an important natural, cultural, and economic resource to help further the overall revitalization of the community



Havana's Demographics & Location



PRINCETON

PEORIA

HAVANA

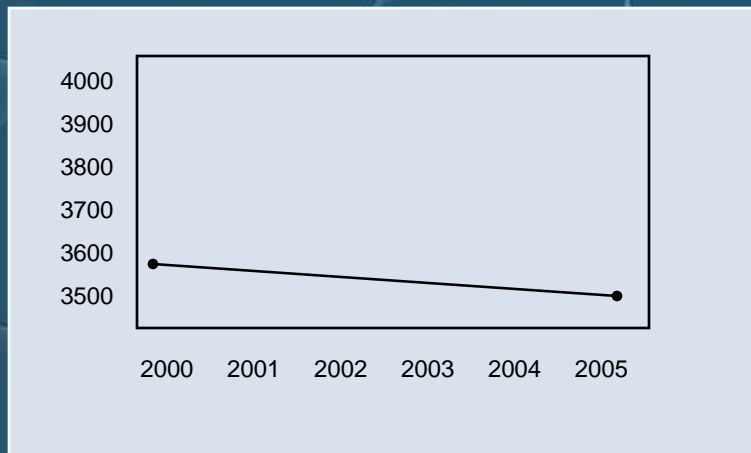
- 3500 Estimated Population
- Agri-Business Center
- River Resource Management Center
- Historic Downtown
- Community Hospital
- Rural Retail Center



Identifying & Understanding Local Community Development Challenges

- Stable or Declining Population
- Loss of Jobs
- Lack of Adequate Reinvestment
Occurring in Certain Areas of the City

Identifying & Understanding Local Community Development Challenges



Stable or Declining Population



Plant Closures



Lack of Reinvestment



Lack of Reinvestment

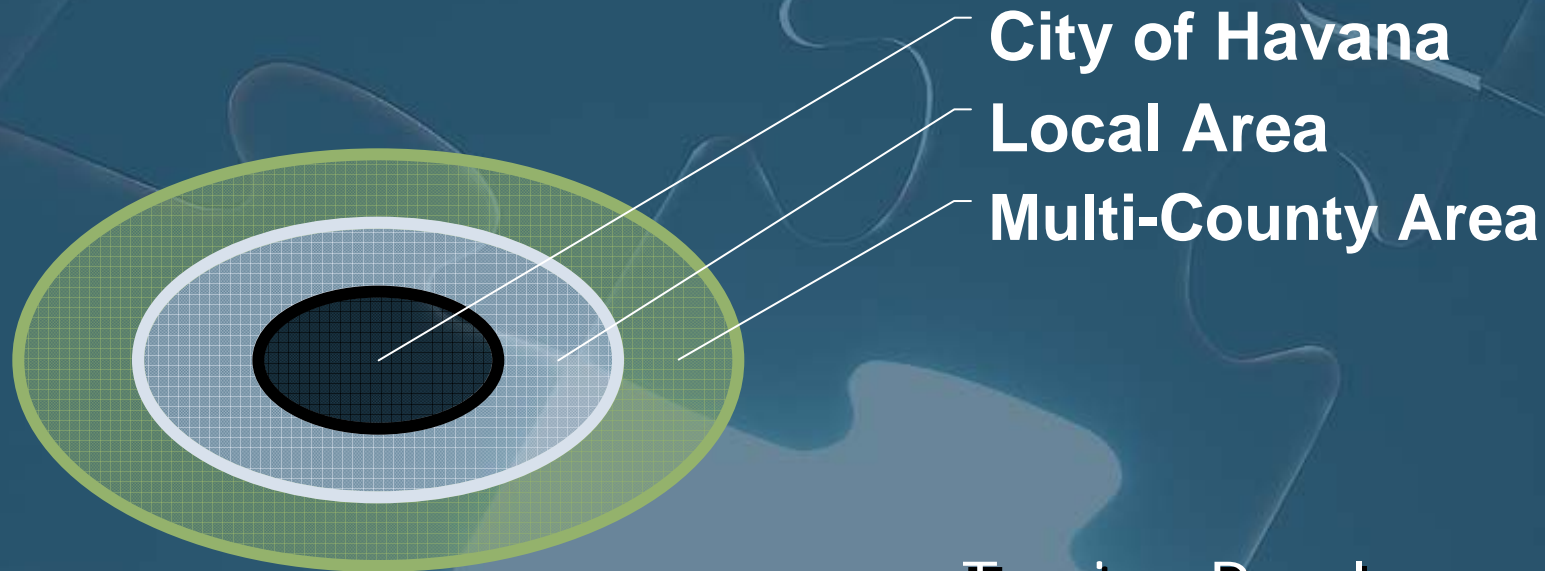


Identifying & Understanding Applicable Community Development Opportunities

- Local Development Interests
- Local Business Expansion Interests
- Regional Trends & Activities
- Regional Markets & Opportunities



Understanding & Developing Havana's Regional Role



- Tourism Development
- Agri-Business & Multi-Modal Transportation Development



City of Havana Community Revitalization Opportunities

CULTURAL-BASED & NATURE-BASED TOURISM OPPORTUNITIES

ILLINOIS RIVER VALLEY CULTURAL RESOURCES

- Agriculture
- Fishing & Hunting Industries
- Native American History
- Others

CONNECTING THE REGIONAL OPPORTUNITIES

ILLINOIS RIVER VALLEY NATURAL RESOURCES

- Emiquon
- Chautauqua
- Others

ILLINOIS RIVER AS A TRANSPORTATION RESOURCE

- Regional Port Facility
- Agriculture HUB
- Coal Transport
- Others



Regional Opportunities: Establishing Linkages

TOURISM DEVELOPMENT

1. Joined Peoria Area Convention & Visitors' Bureau
2. Participated in Regional Nature-Based Tourism Planning & Scenic Highway Initiatives
3. Established Havana as a Tourism HUB for Regional Marketing Program
4. Established Local Tourism Coordinating Group
5. Developed the "Illinois River Center" Concept

REGIONAL TRANSPORT HUB DEVELOPMENT

1. Havana Economic Development Coordinator Appointed to Regional "TransPORT" Board
2. Local Agr-Business Players Contacted and Their Expansion Interests Assessed
3. Sunrise Ag and City Developed Regional Port Concept & Agreement Was Approved
4. Plans for Related Industrial Park and Tie to Existing Business Park Being Developed



Community Revitalization: Local Project Formation

DOWNTOWN & RIVERFRONT REVITALIZATION ①

BUSINESS RELOCATIONS

BUSINESS PARK & INDUSTRIAL PARK DEVELOPMENT ③

ILLINOIS RIVER CENTER
DOWNTOWN & RIVERFRONT AMENITIES

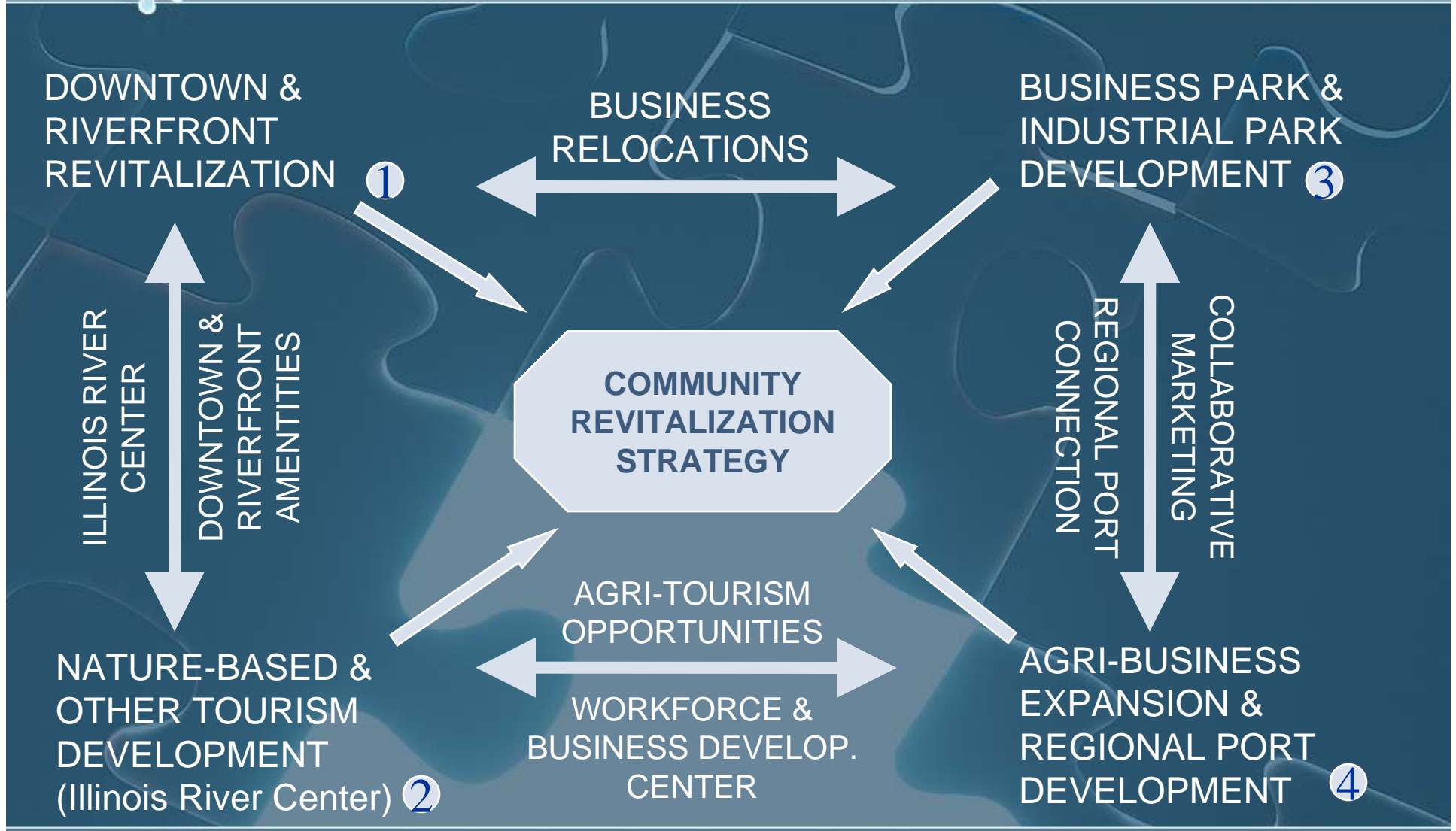
COMMUNITY REVITALIZATION STRATEGY

REGIONAL PORT CONNECTION
COLLABORATIVE MARKETING

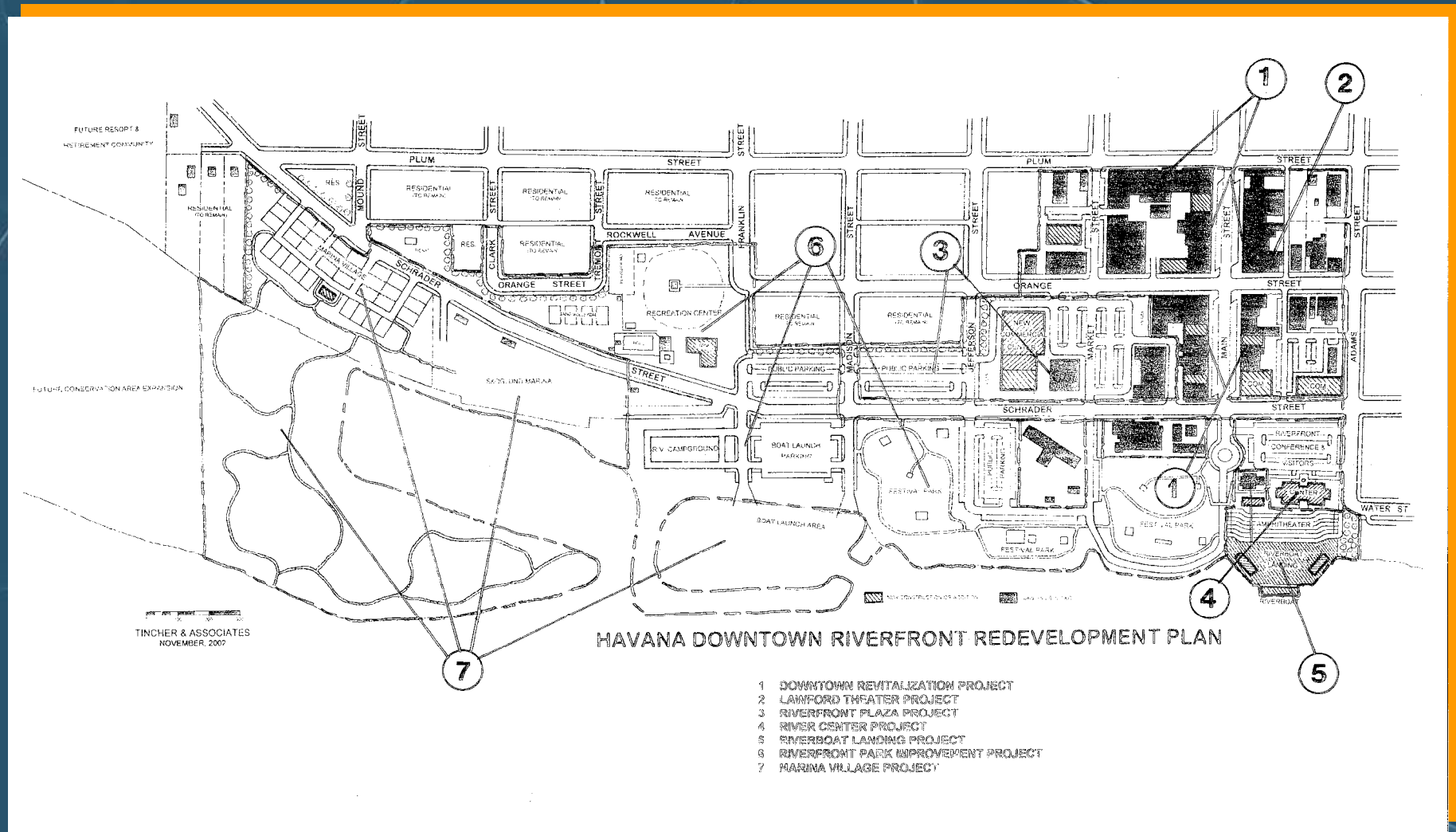
NATURE-BASED & OTHER TOURISM DEVELOPMENT (Illinois River Center) ②

AGRI-TOURISM OPPORTUNITIES
WORKFORCE & BUSINESS DEVELOP. CENTER

AGRI-BUSINESS EXPANSION & REGIONAL PORT DEVELOPMENT ④



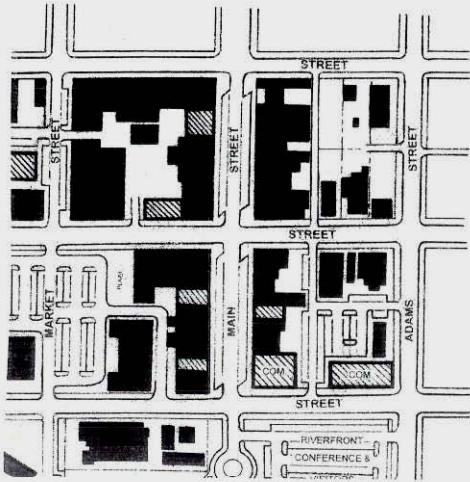
Local Project Formation Downtown & Riverfront Revitalization Plan





Downtown & Riverfront Revitalization Plan

- Downtown Revitalization Project -



NEW MARQUEE CAP
NEW AWNING

NEW AWNING
RELOCATE GREEN
AWNING & 2ND FLR.
WINDOWS

RESTORE SENIOR CITIZENS CENTER
RESTORE MARQUEE
RELOCATE TREE

CLEAN FACADE



NEW AWNING
RELOCATE SERVICE
PAINT

NEW PLANTER

AWNING
RELOCATE SERVICE
RELOCATE LARGE
CENTRUCOR WINDOW
NEW PEREGRINE CAP
PAINT

AWNING
WINDOWS
CLEAN FACADE

NEW PLANTERS



REMOVE SERVICE
RESTORE 2ND FLOOR WINDOWS
NEW AWNING
RELOCATE AWNING & 2ND FLOOR
RESTORE PLANTERS

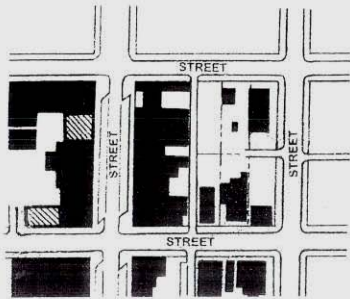
RELOCATE TREE
RESTORE 2ND FLOOR WINDOWS
NEW AWNING

RESTORE WINDOWS (2ND)
NEW AWNING

RELOCATE TREE
NEW PLANTER/PAINT
NEW AWNING
RESTORE WINDOWS & PK
PAINT

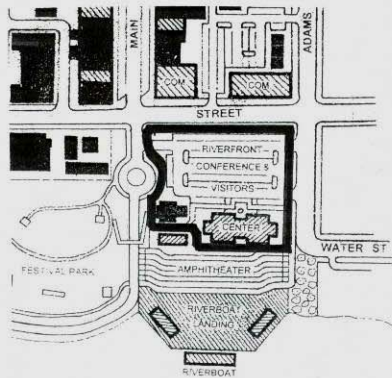
Downtown & Riverfront Revitalization Plan

- Community Theater & Visitors' Center Project -



LAWFORD THEATER PROJECT

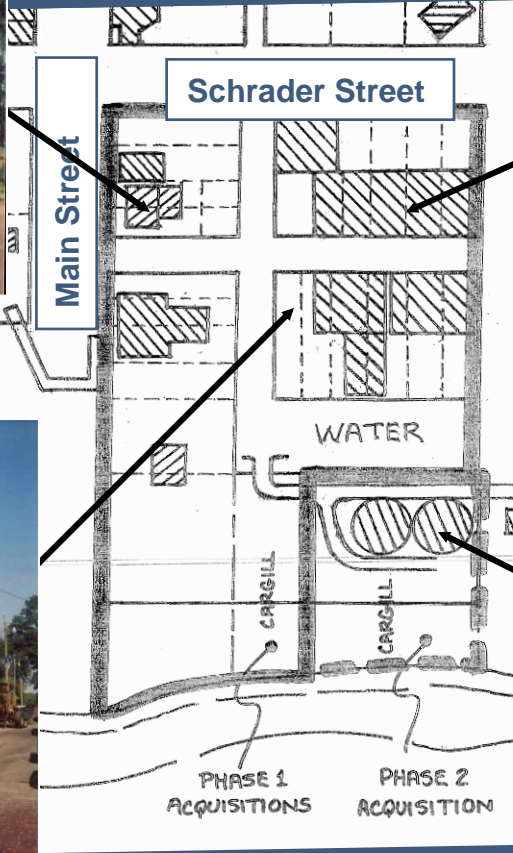
Downtown & Riverfront Revitalization Plan - Illinois River Center Project -



RIVER CENTER PROJECT

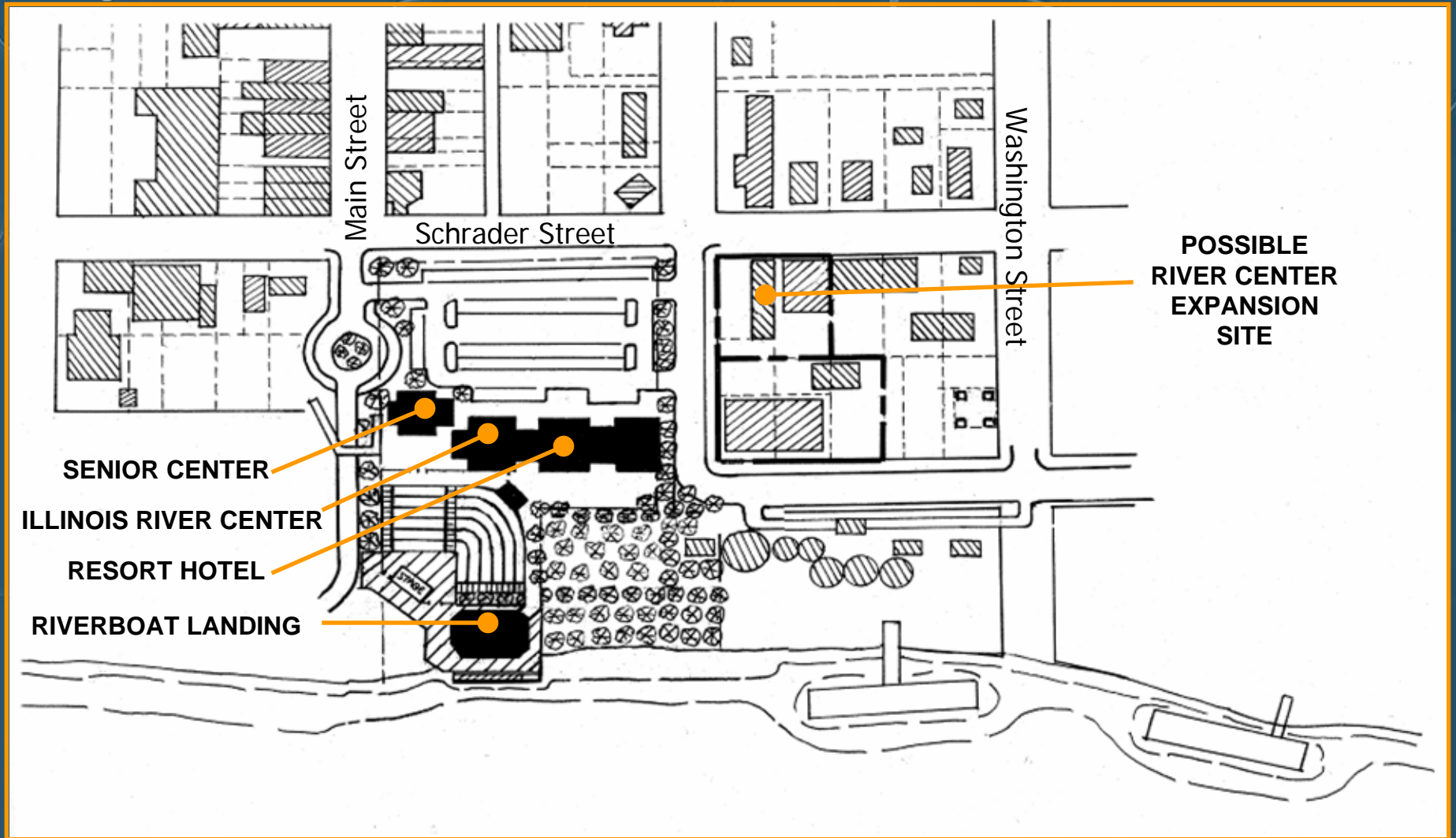


Illinois River Center Site Consolidation

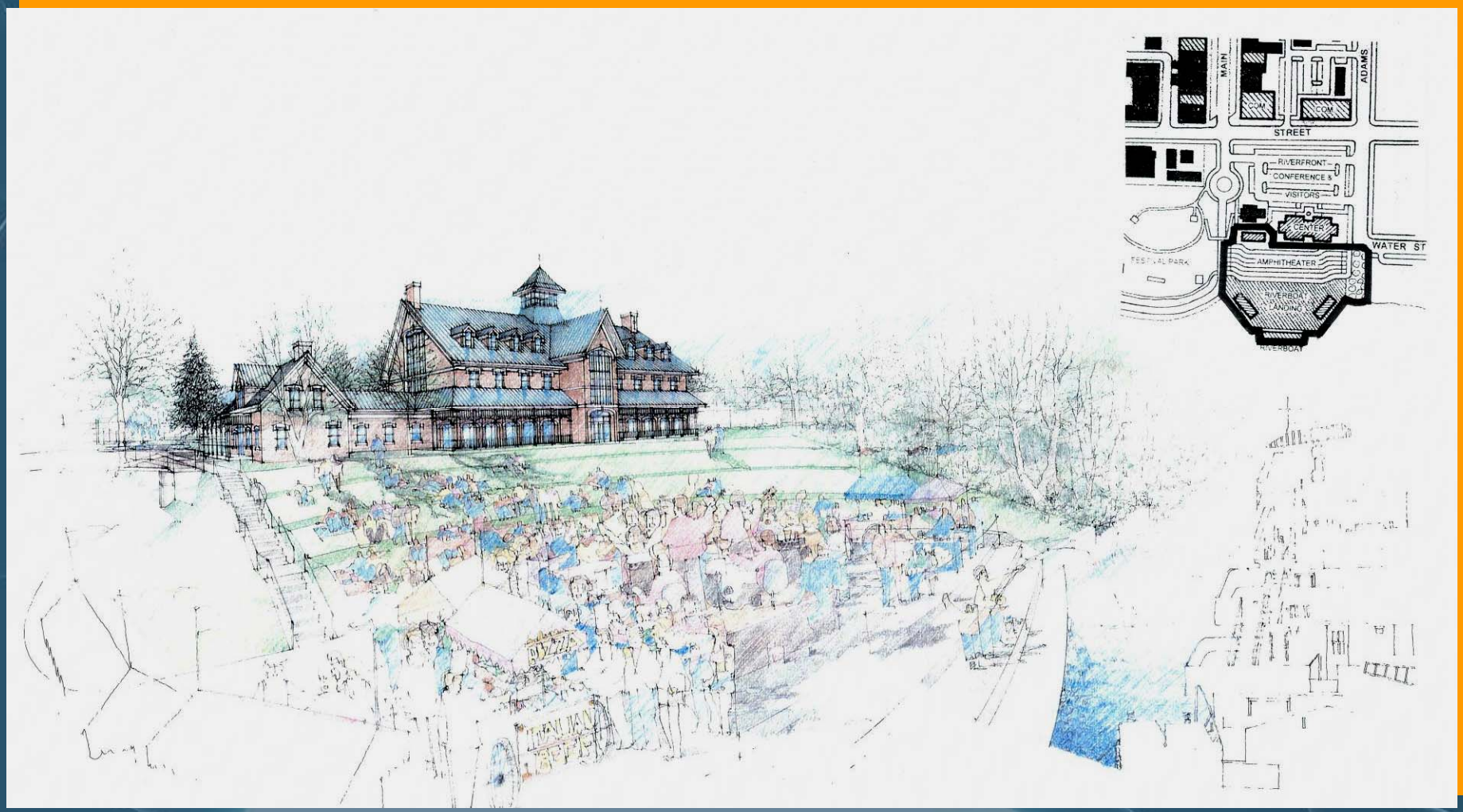




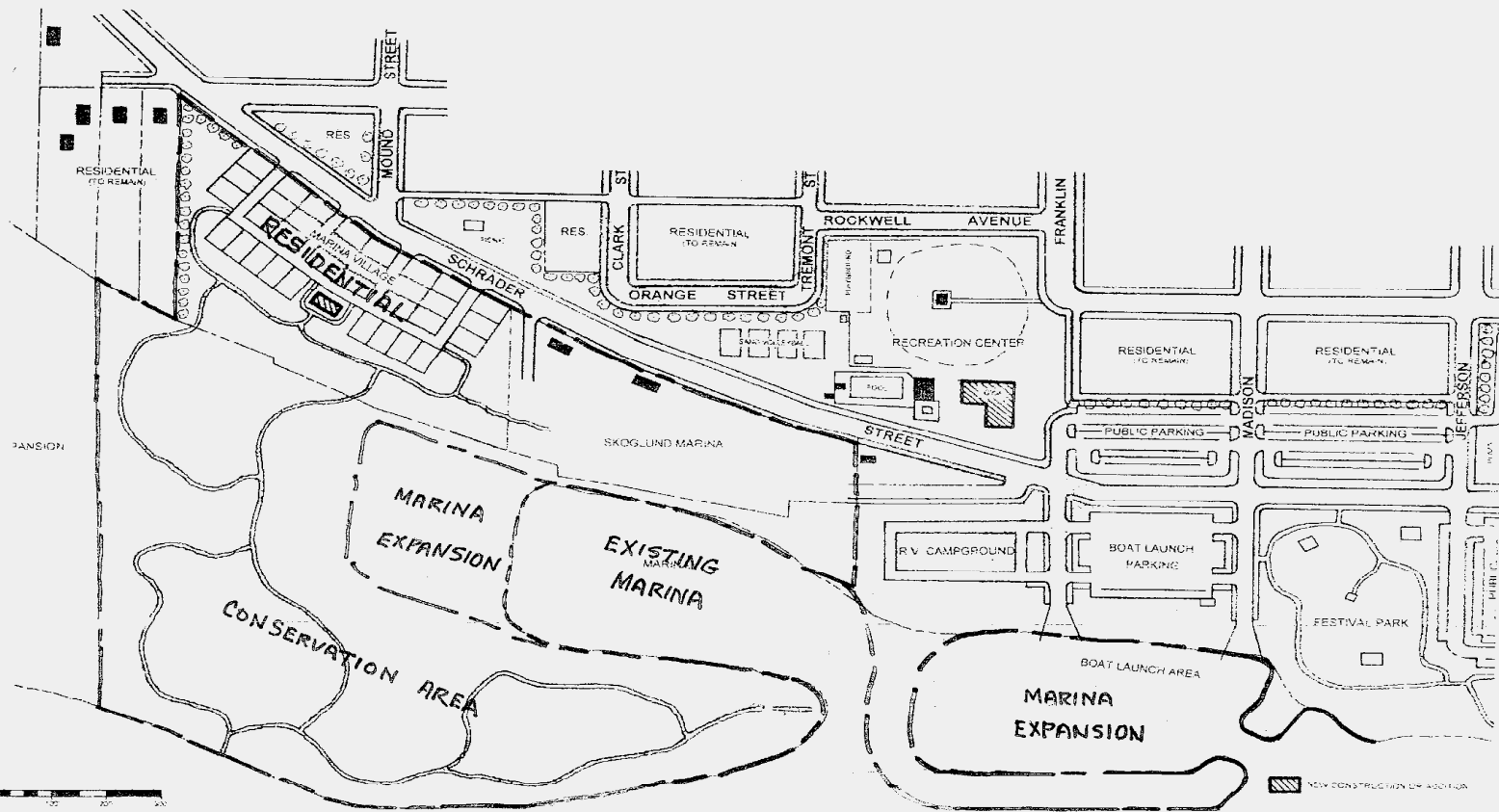
Illinois River Center Plan



Downtown & Riverfront Revitalization Plan - Riverboat Landing Project -



Downtown & Riverfront Revitalization Plan - Marina Village Project -



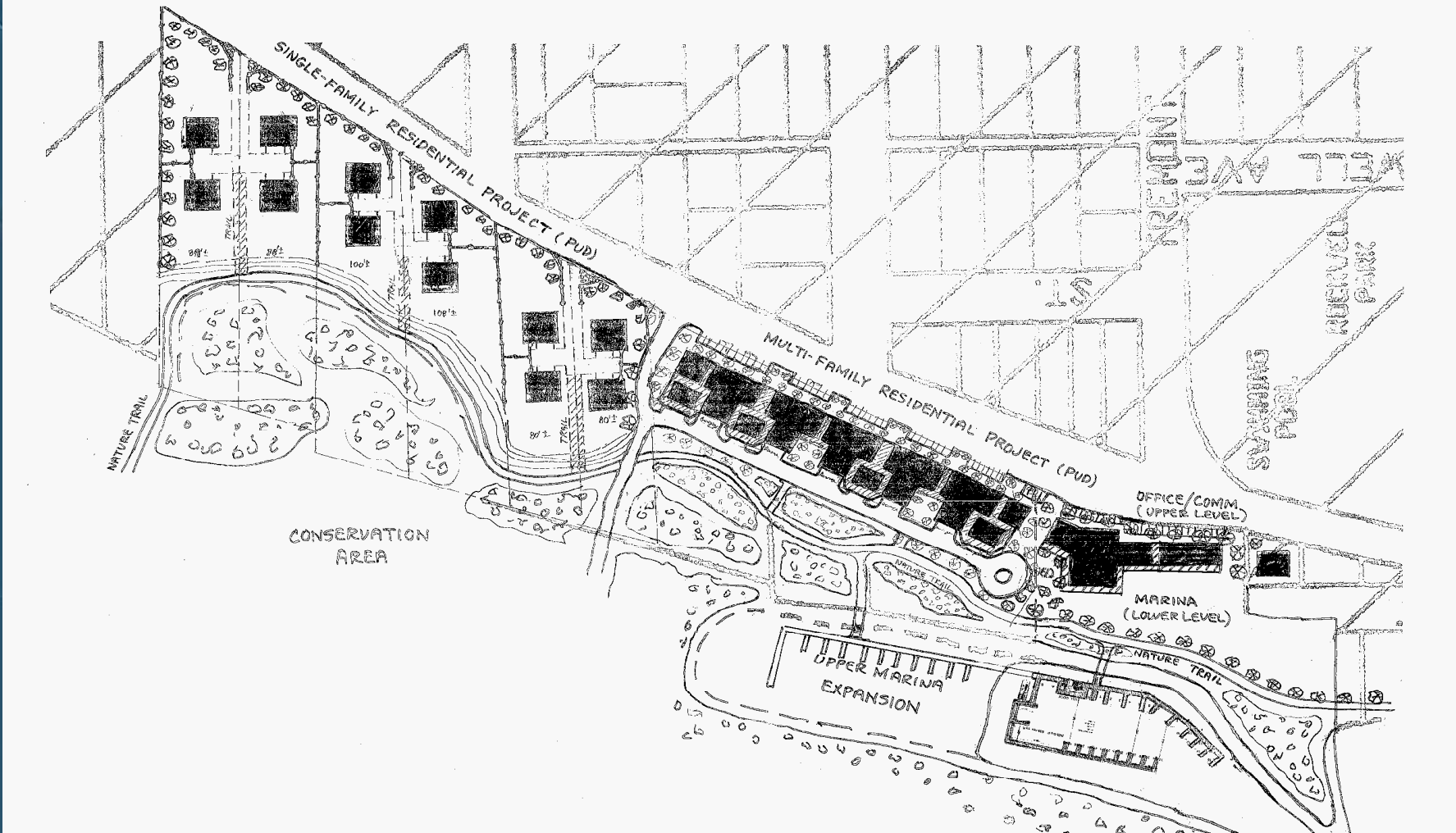
TINCHER & ASSOCIATES
NOVEMBER, 2002



Downtown & Riverfront Revitalization Plan - Marina Village Project -

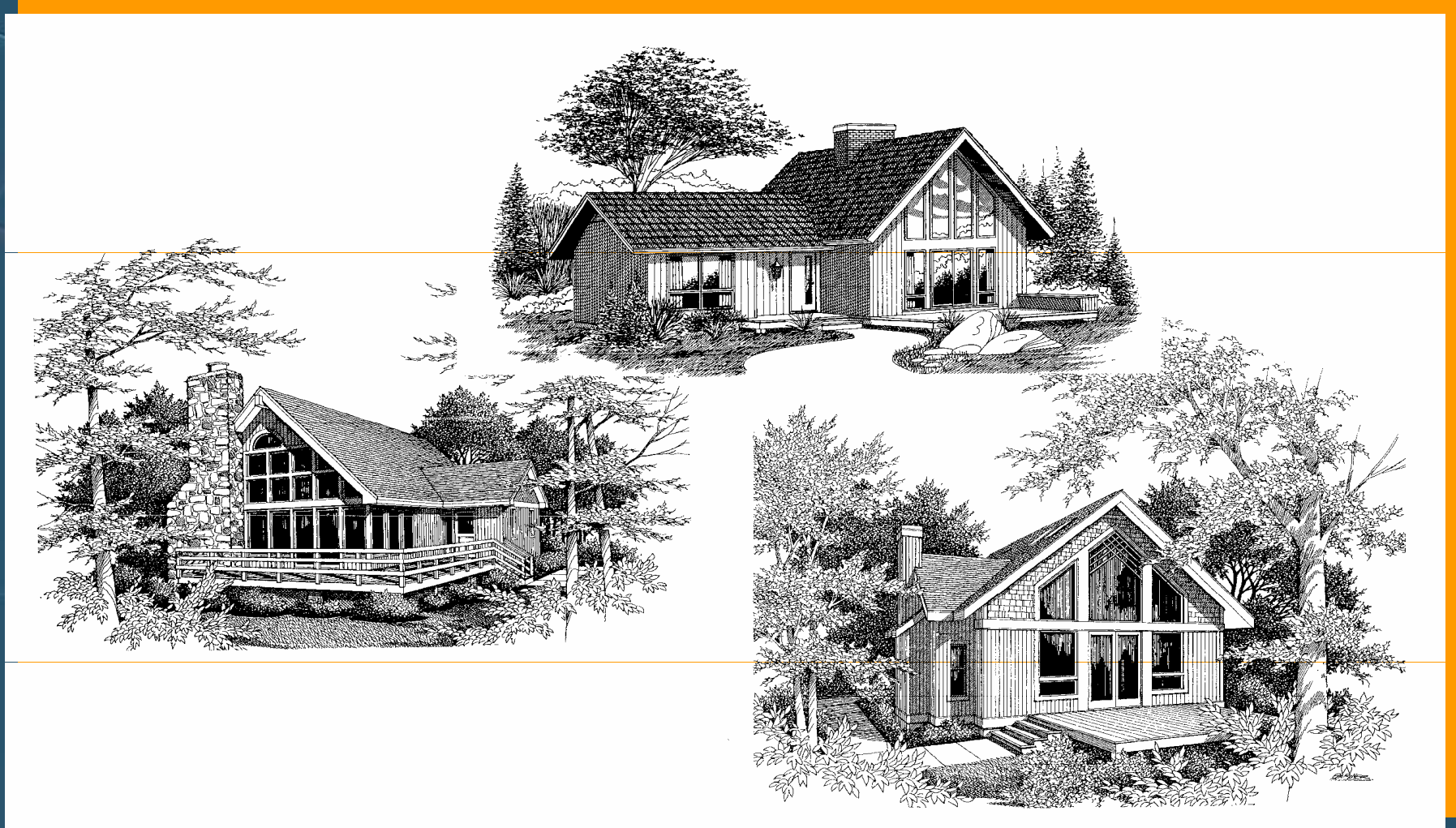


City of Havana Marina Village Plan

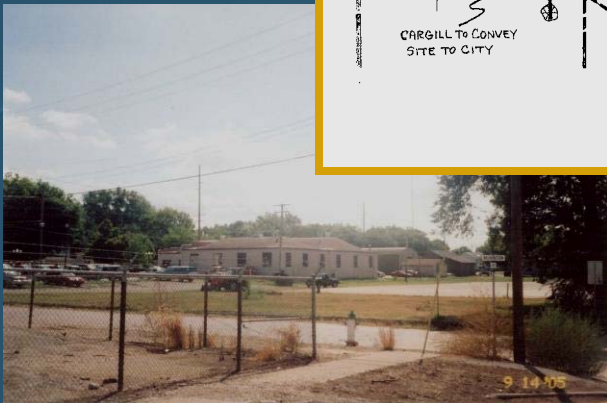
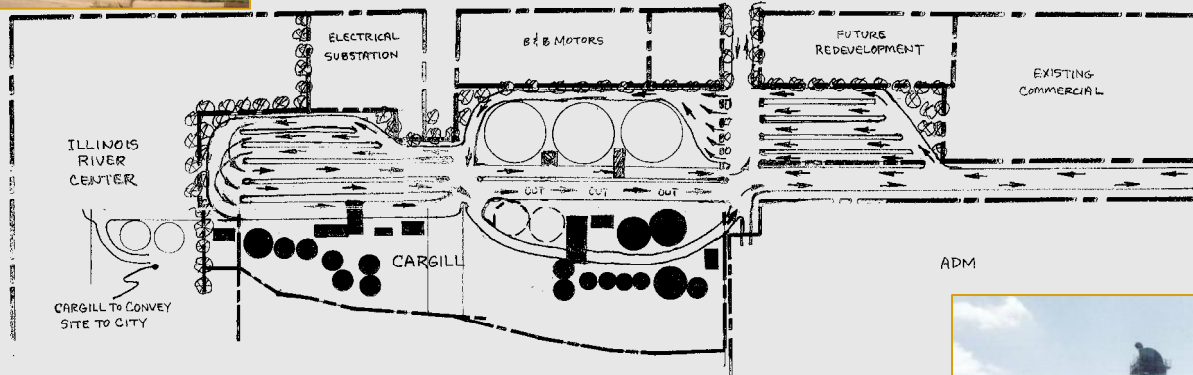
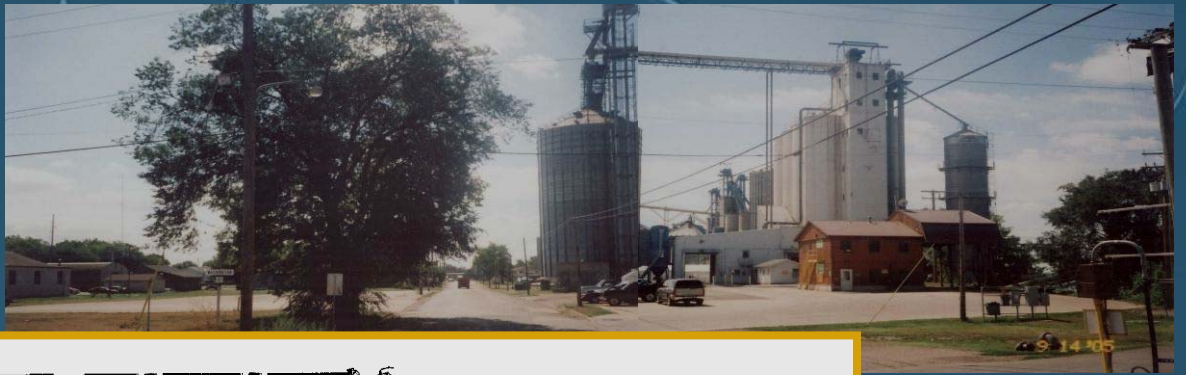




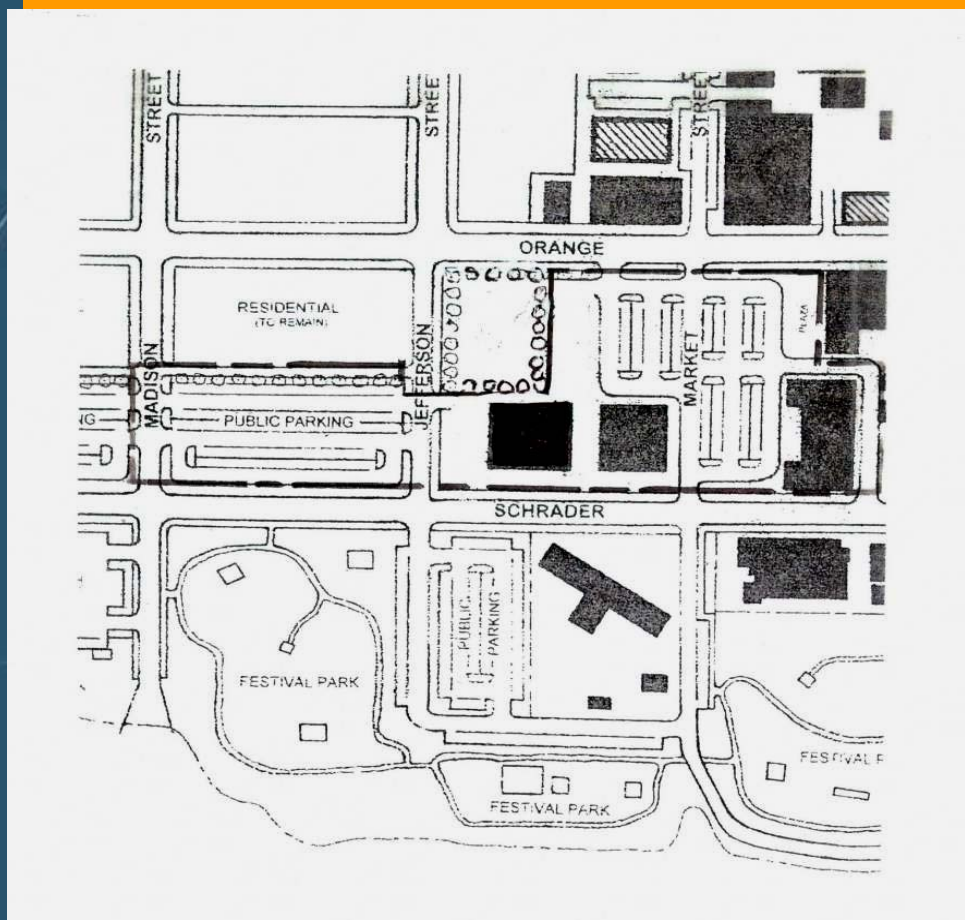
Marina Village Cottages



Downtown & Riverfront Revitalization Plan - Cargill Relocation & Expansion Project -



Downtown & Riverfront Revitalization Plan - Riverside Plaza Project -





Nature-Based & Other Tourism Development Plan

- Establishing Havana As a Tourism Hub -

*"GREAT LAKES TO
GREAT RIVERS"*

NATURE-BASED
TOURISM TRAIL

ILLINOIS RIVER
COUNTRY
MARKETING AREA



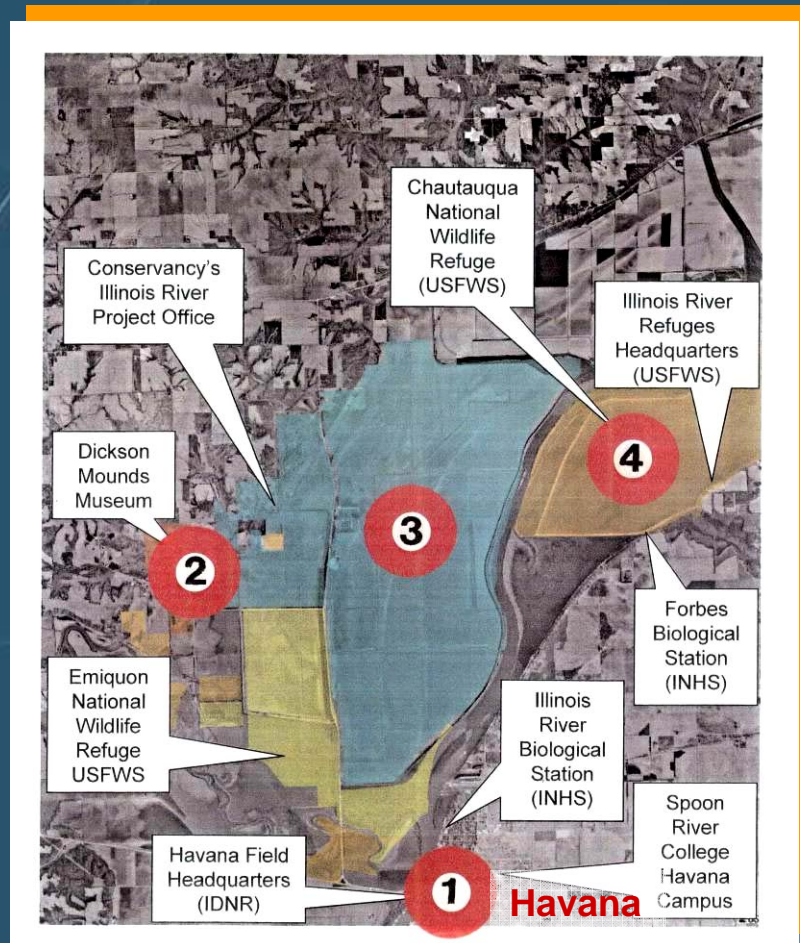
ILLINOIS RIVER
CENTER AT HAVANA

ILLINOIS RIVER ROAD
SCENIC BY-WAY

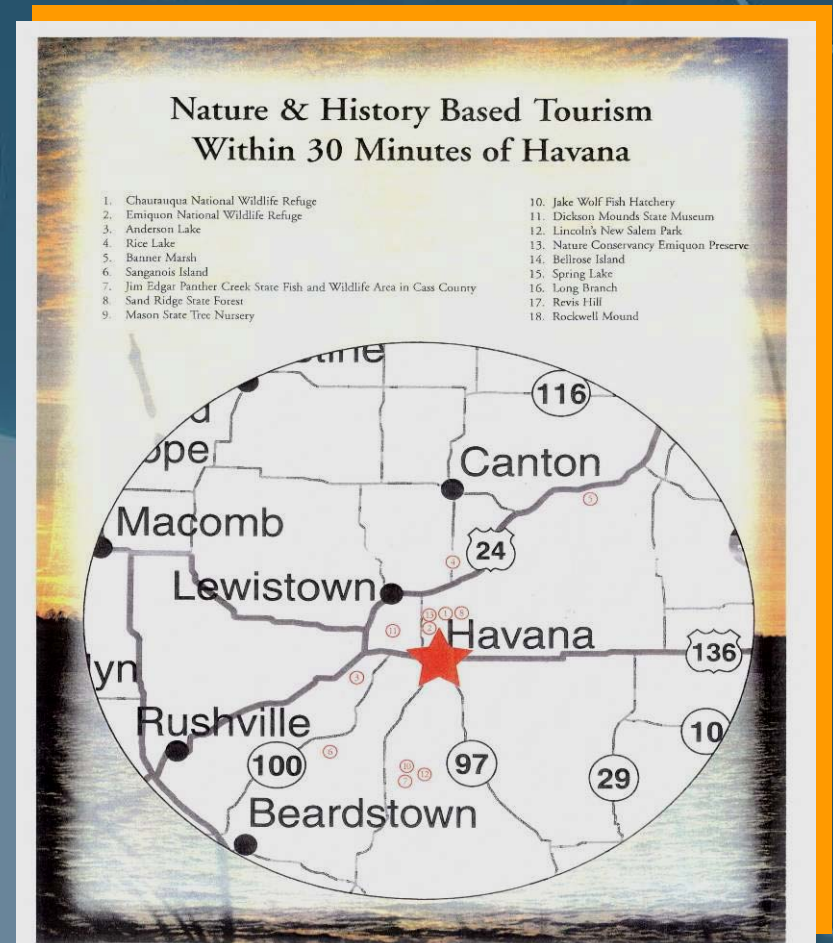


Establishing Havana As a Tourism Hub

Havana Area Tourism Hub



Havana Tourism Loop





Nature-Based & Other Tourism Development Plan Illinois River Country - Regional Marketing Initiatives -

one destination
so many ways to play

illinois river country ↓

See all our rolling terrain, top some peaks and
Creeker beds, or wind down a spiraling waterfall.
See gold lampraise at a state-of-the-art, fish for trophy
fish on a trout pond, watch the cool faces of a
rancher's herd and explore a unique shop or museum.

So many, only a few miles away. yet a world apart.
For your Illinois River Country getaway, see and do it all online.

ILLINOIS 844-876-6853 • www.peoria.org

**Illinois River Country
Regional Advertising
Campaign**

NATIONAL
SCENIC
BYWAY
PURSUIT

**National Scenic By-Way
Designation**

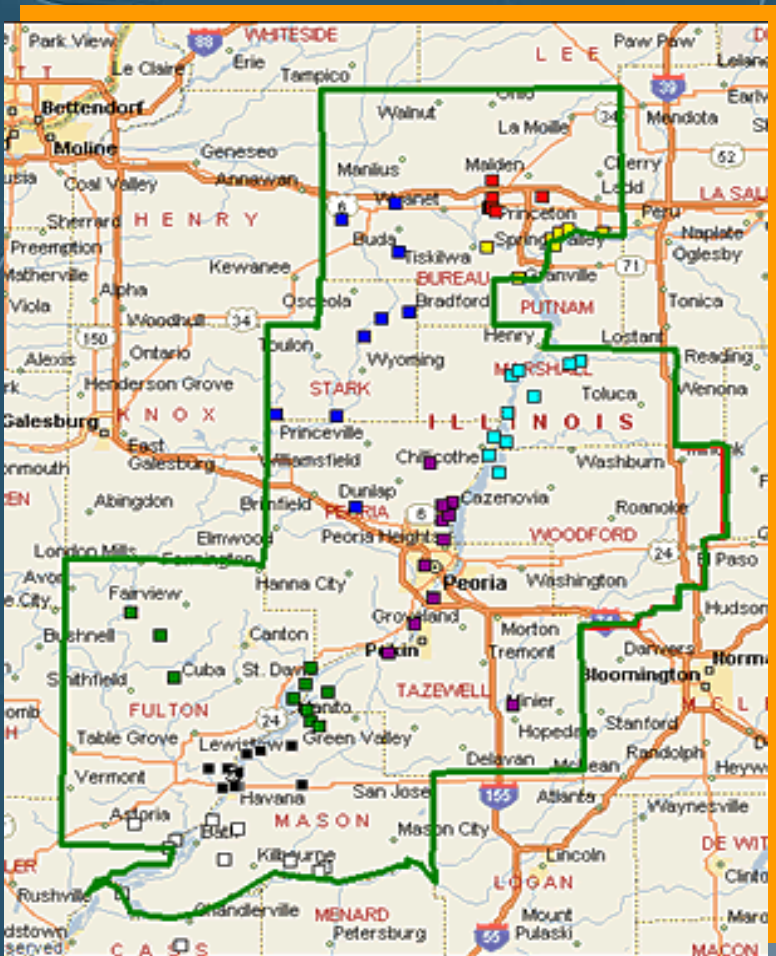
connecting great lakes
to great rivers

illinois river country
nature trail ↓

find out more

**Illinois River Country
Nature Trail**

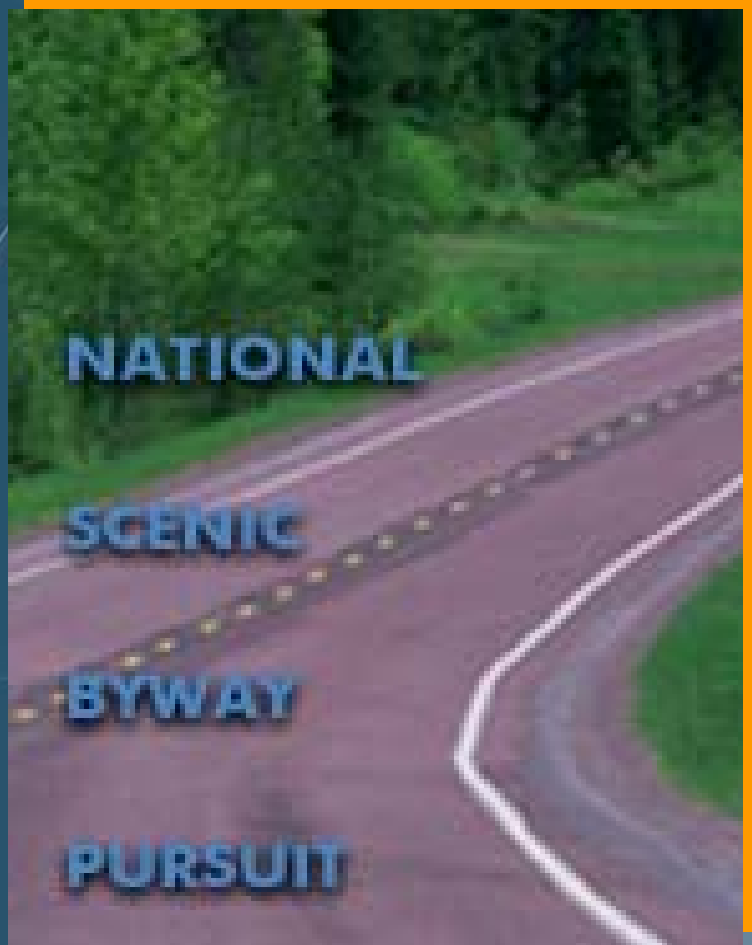
Nature-Based & Other Tourism Development Plan - Illinois River Country -



- Promote Region to Over 15 Million People Who Live Within 3-Hour Drive
- Use Local Funding To Leverage State Grants
- Increase Awareness of Opportunities
- Solicit Editorial Support
- Added Value From Cooperative Marketing

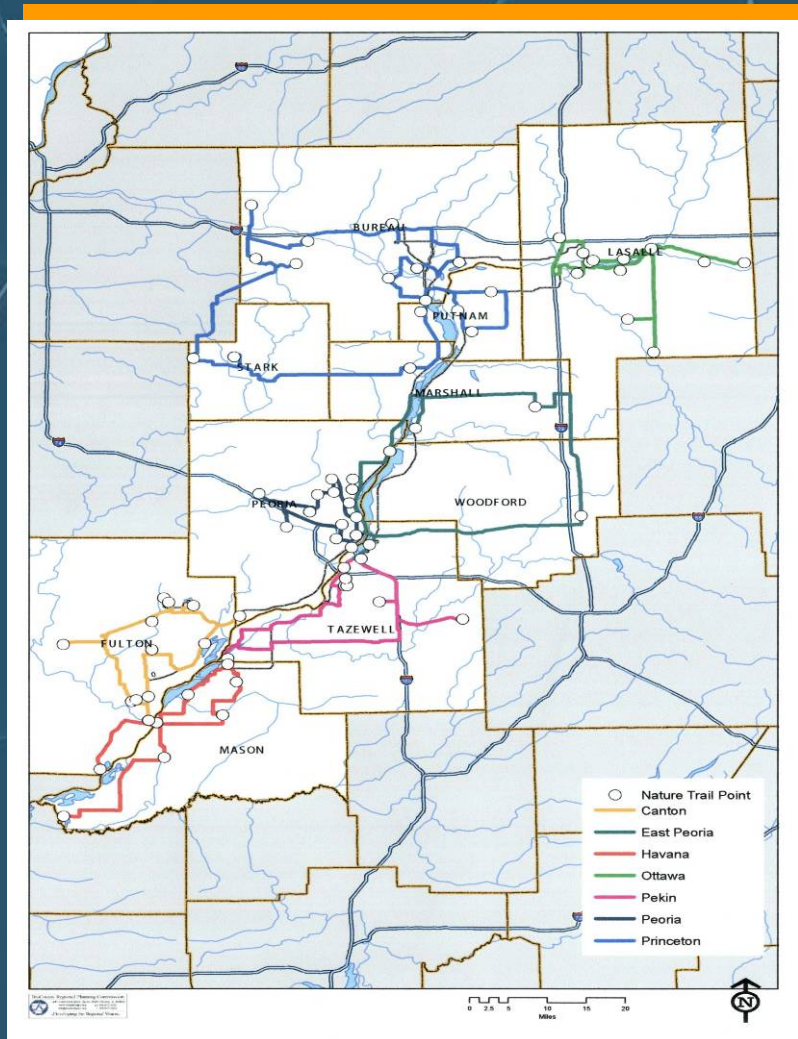


Nature-Based & Other Tourism Development Plan - "Illinois River Road" – National Scenic By-Way Designation



- Establish Eligibility For Federal Scenic By-Way Grants
- Create Opportunities For Other Grants
 - Economic Development
 - Highway Enhancement
 - Education
 - Etc.
- Establish National Tourism Focus

Nature-Based & Other Tourism Development Plan - "Great Lakes To Great Rivers" – Nature-Based Tourism Trail



- Unifies & Connects 100+ Nature-Based Destinations Along The Illinois River
- Establishes Local Trail Loops
- Establishes A National Tourism Focus



"Great Lakes To Great Rivers" Nature-Based Tourism Trail

nature trail
connecting great lakes to great rivers



illinois river country ↓

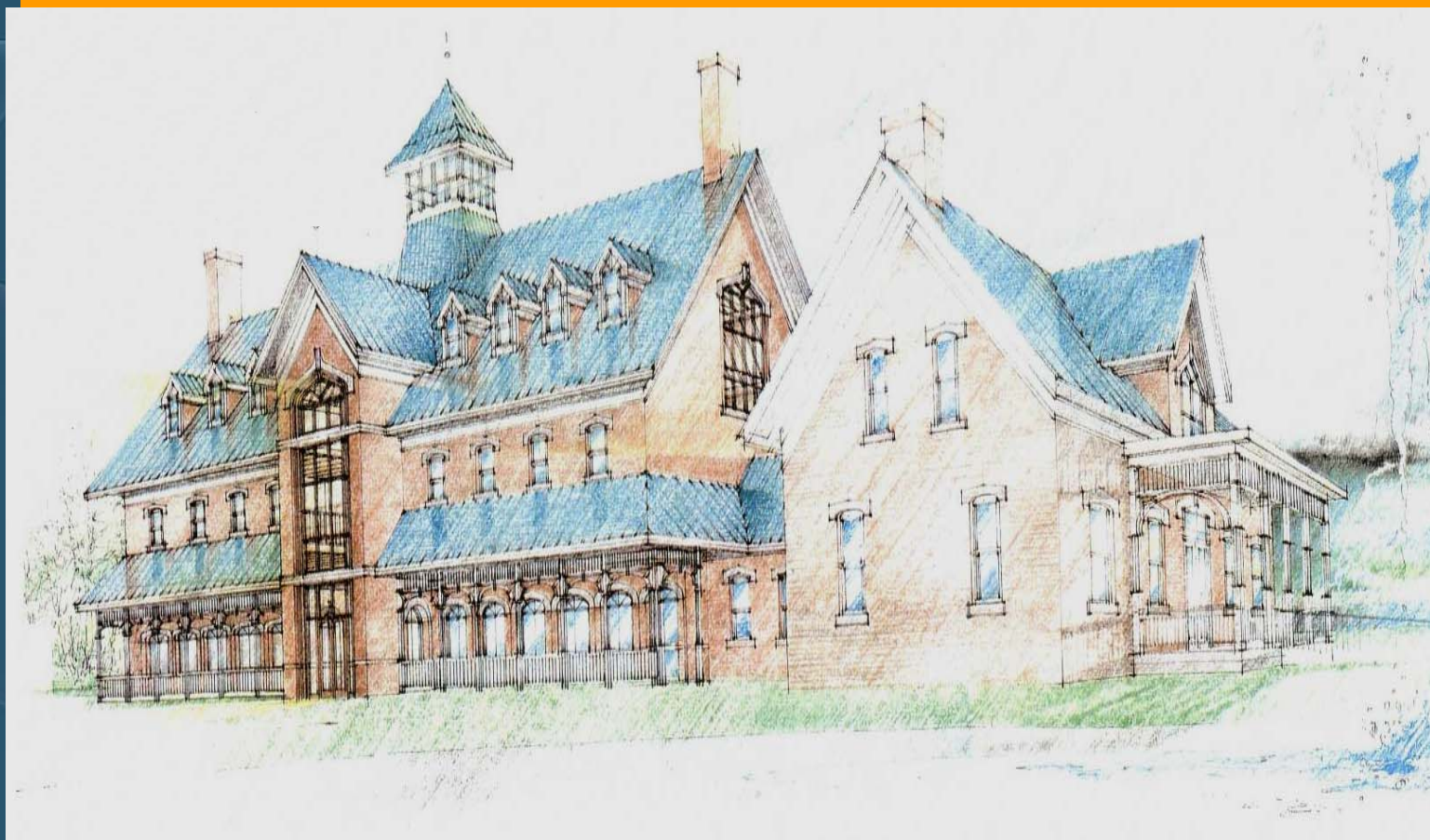
havana loop
illinois river country nature trail


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- Havana Riverfront Park
- Chautauqua National Wildlife Refuge
- Jack Wolf Memorial Fish Hatchery
- Sand Ridge State Forest
- Mason State Tree Nursery
- The Llama Farm
- Sanganois State Wildlife Area
- Emiquon National Wildlife Refuge
- The Nature Conservancy's Emiquon Preserve
- Dickson Mounds Museum

Nature-Based & Other Tourism Development Plan

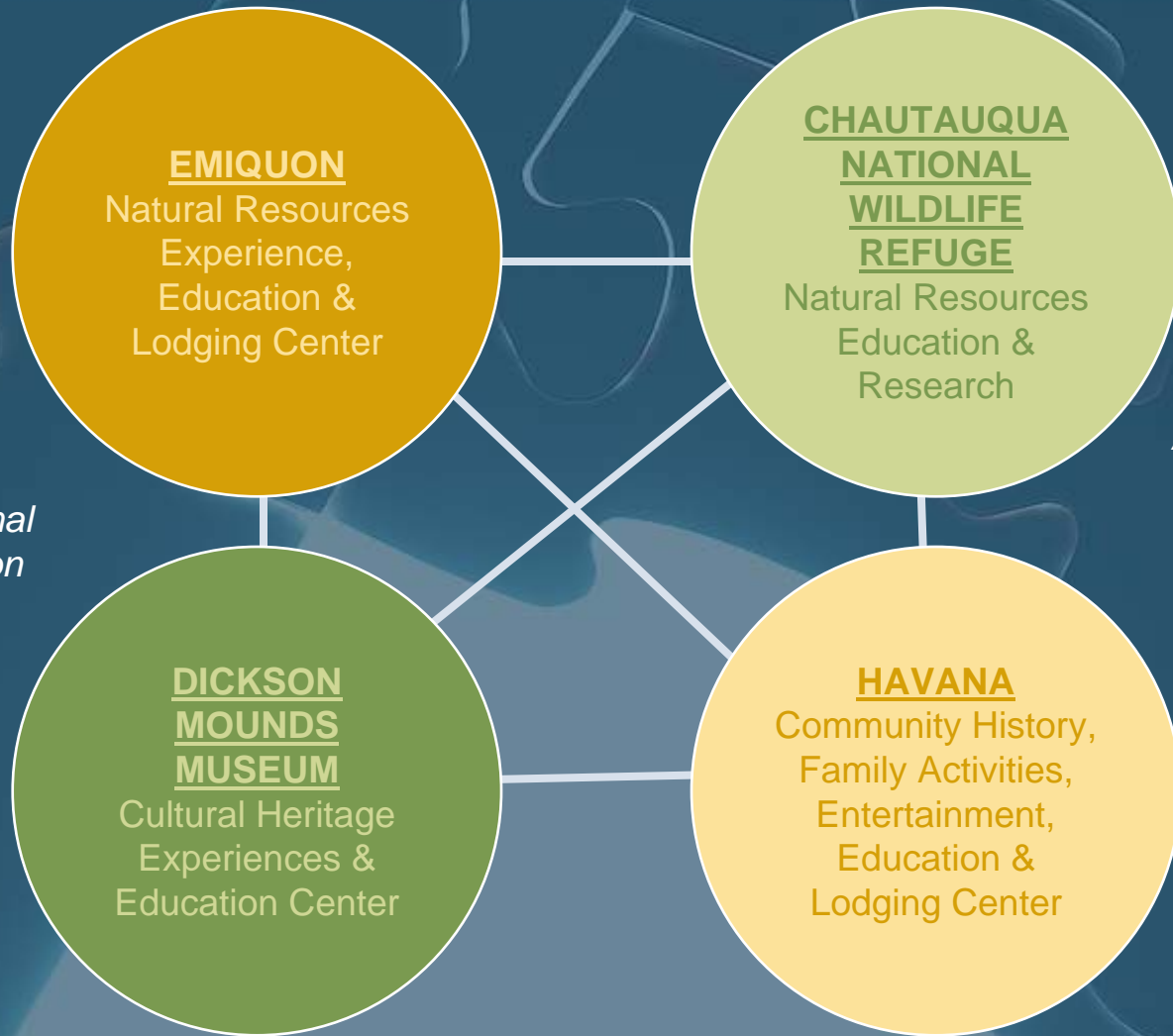
- Illinois River Center At Havana -



Illinois River Center Project



Illinois River Center At Havana



EMIQUON
Natural Resources
Experience,
Education &
Lodging Center

**CHAUTAQUA
NATIONAL
WILDLIFE
REFUGE**
Natural Resources
Education &
Research

**DICKSON
MOUNDS
MUSEUM**
Cultural Heritage
Experiences &
Education Center

HAVANA
Community History,
Family Activities,
Entertainment,
Education &
Lodging Center

A Major Multi-Faceted Regional Tourist Attraction

A Cooperative Planning, Development, Programming & Promotion Endeavor



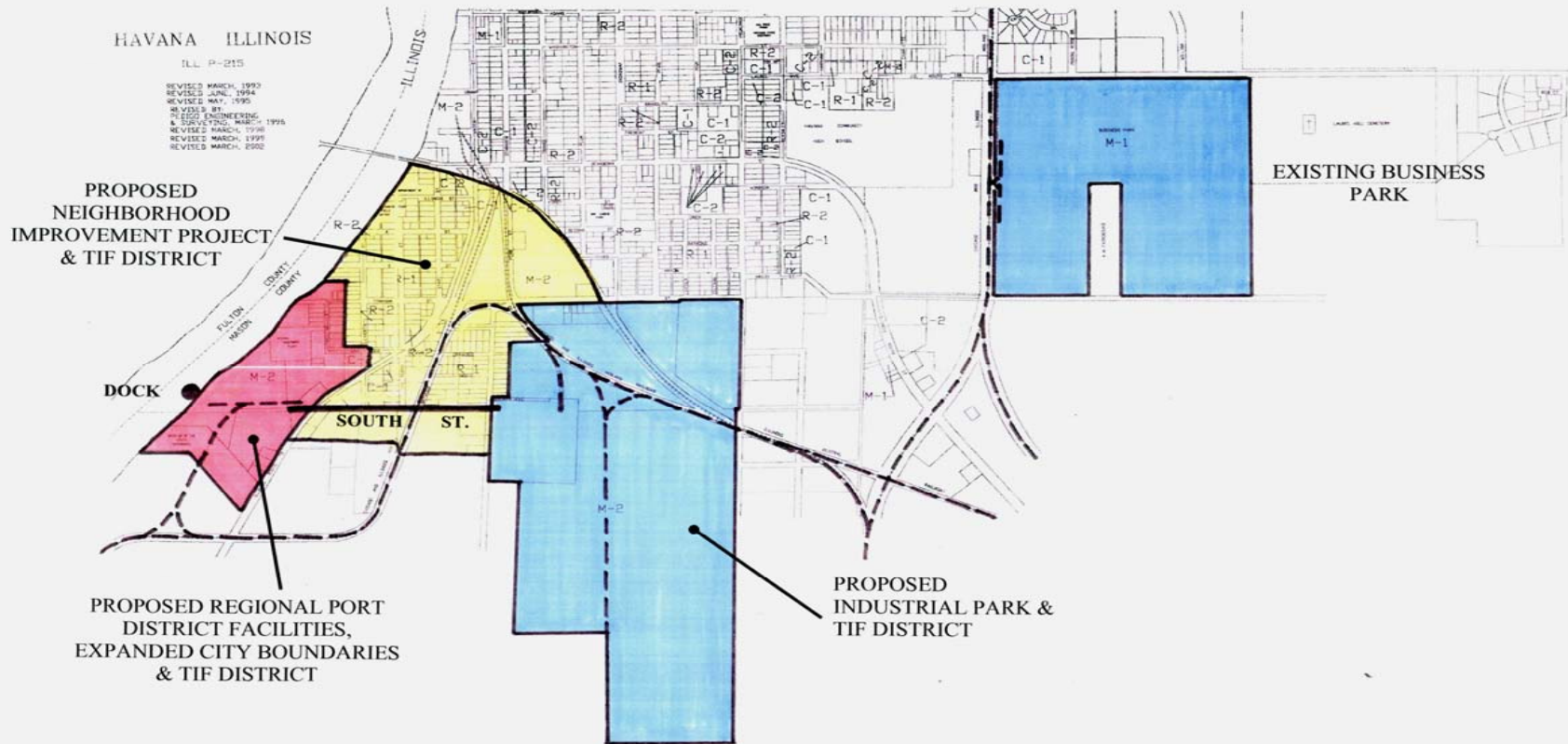
Illinois River Center At Havana Operational Elements



- Restaurant & Banquet Center
- Visitors' Center & Gift Shop
- City Hall & Economic Development Offices
- Spoon River College & Business/ Workforce Development Center
- Family Fitness Center
- Outdoor Amphitheater & Riverboat Landing
- Senior Citizens Center
- Resort Hotel



Agri-Business Expansion & Regional Port Development Plan

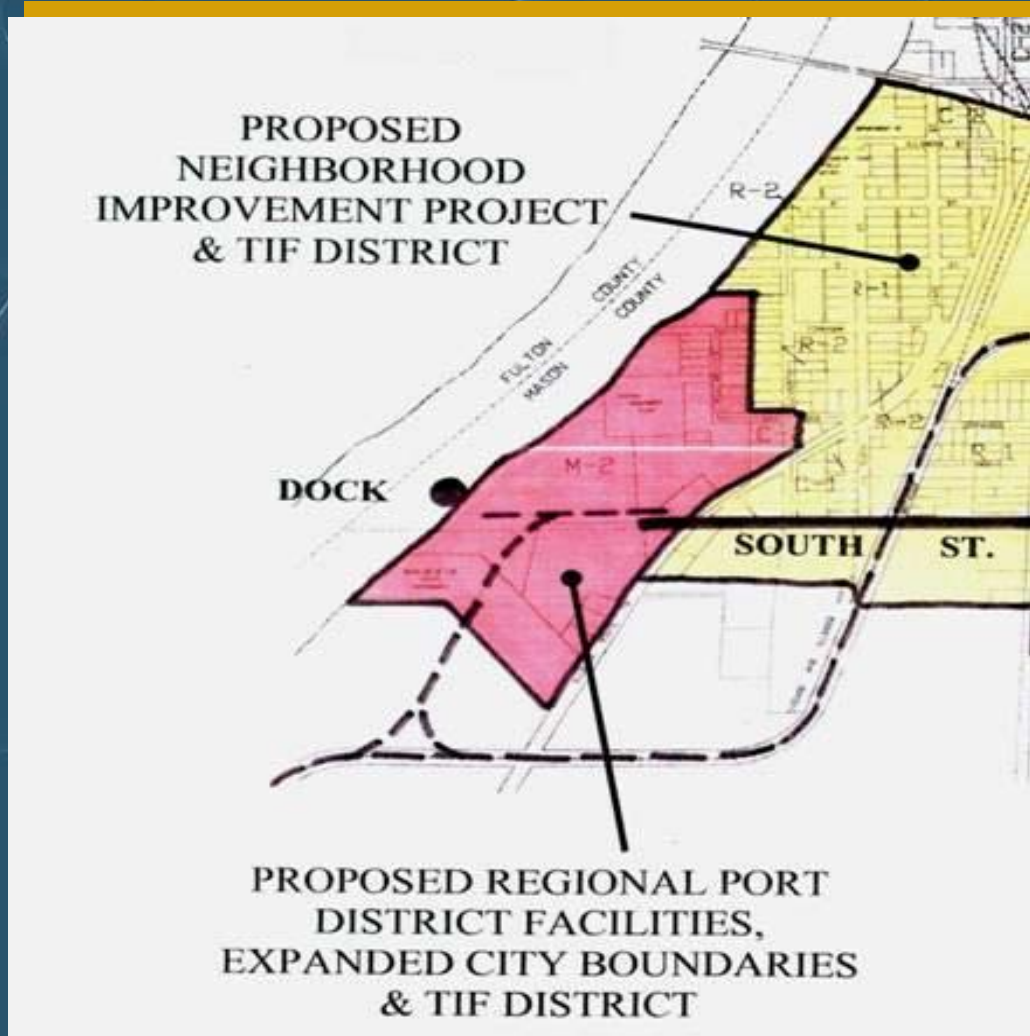


≈ HAVANA, ILLINOIS ≈
REGIONAL PORT DISTRICT FACILITIES
&
INDUSTRIAL PARK & BUSINESS PARK
CONNECTIONS



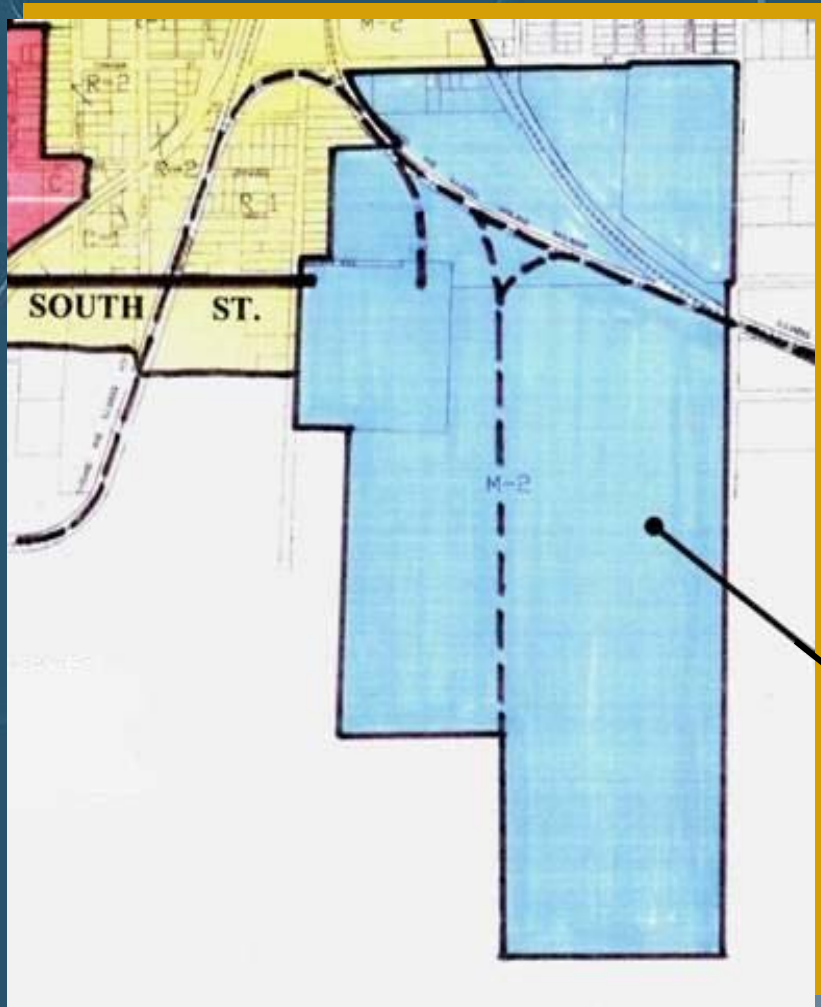
Agri-Business Expansion & Regional Port Development Plan

- Sunrise Ag Expansion Project -





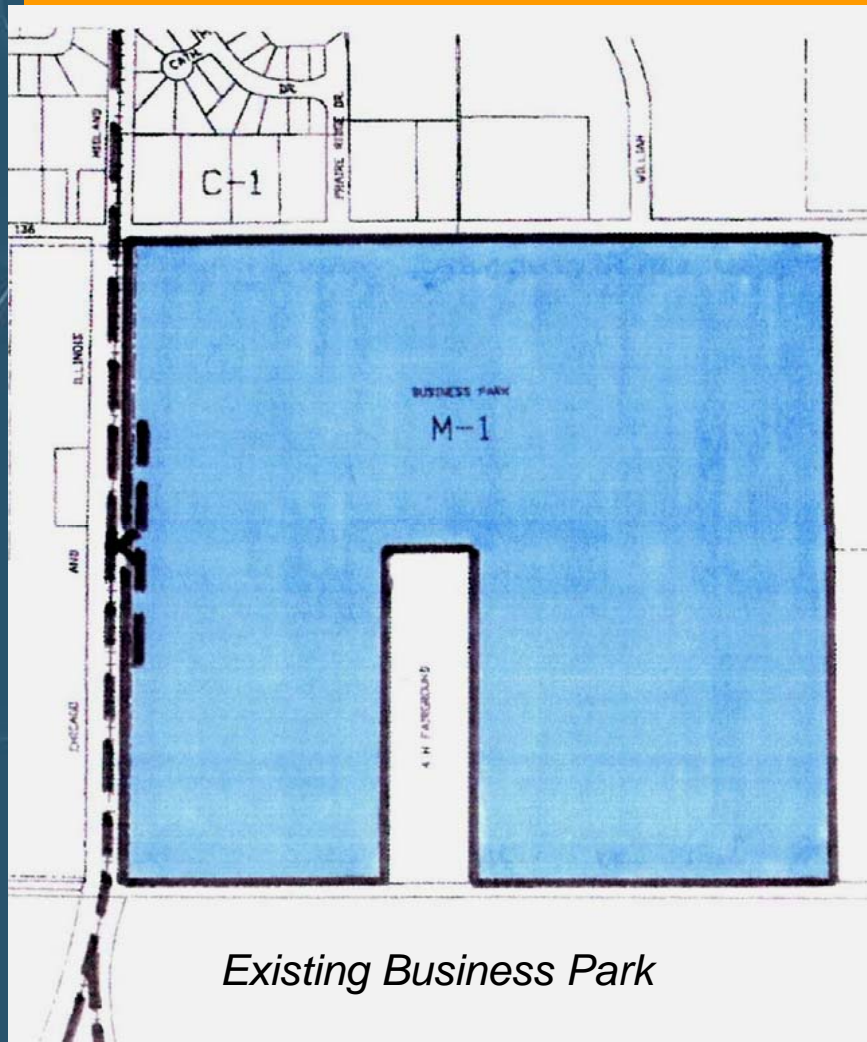
Industrial Park Development Plans



*Proposed
Industrial Park &
TIF District*



Business Park Development Plan - Business Park Project -



Existing Business Park



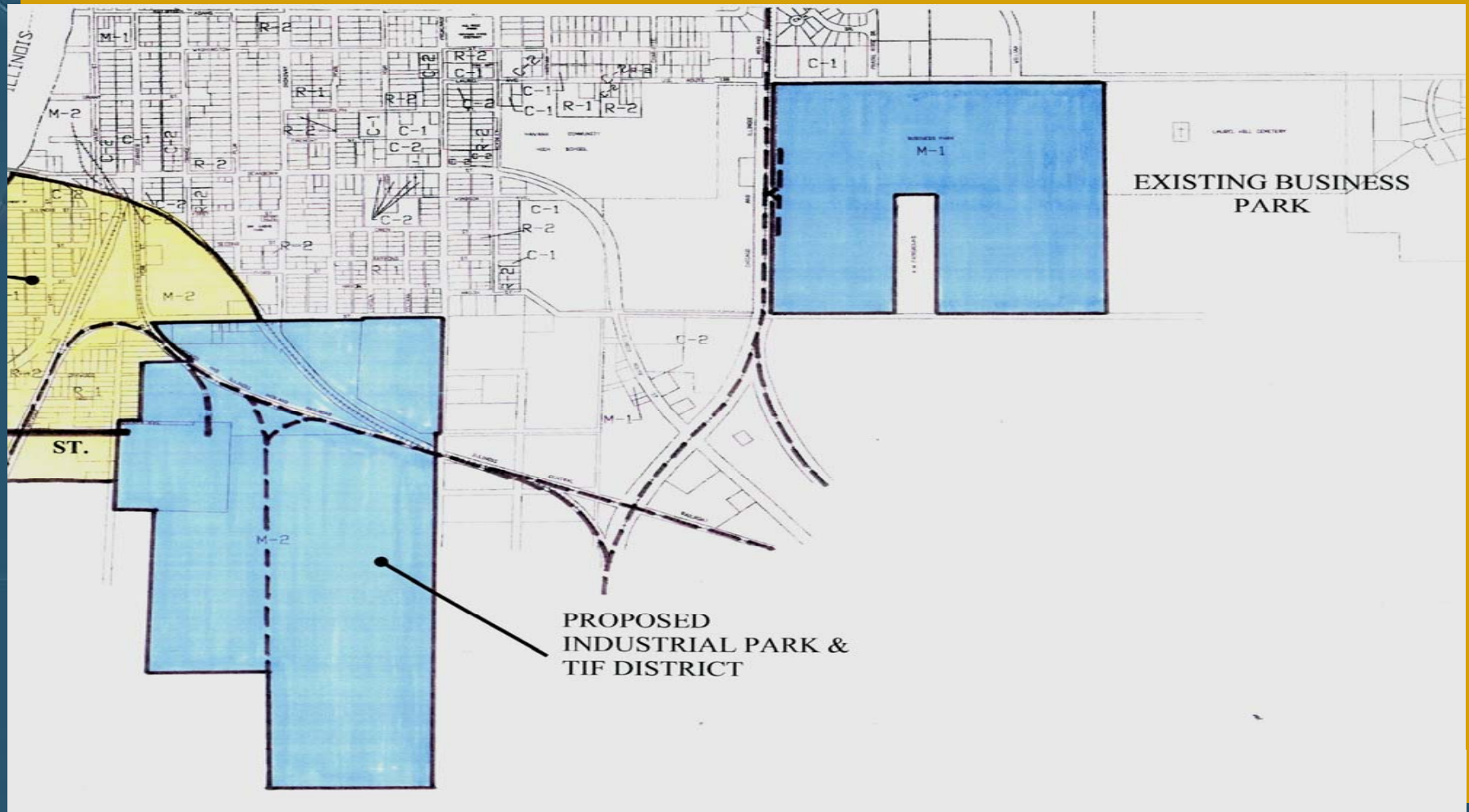


Business Park Development Plans - Business Park Project -





Business Park & Industrial Park Connections





Havana, Illinois

Community Revitalization Strategy

- CONCLUSION -

The Illinois River is Havana's vital link to Tourism Development and Agricultural Development Opportunities, which are key to the City's overall Community Revitalization Strategy. We believe that through our project planning and comprehensive marketing endeavor that we have positioned the City to be the recipient of major new investments both now and in the coming years.