



# MEMORANDUM

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*"...meeting community needs...enhancing quality of life."*

TO: Community & Economic Development Committee (CEDC)  
FROM: Mayor Hanna *HH*  
DATE: January 22, 2015  
RE: Next Steps for the Proposed Exhibition Center

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The proposed Exhibition Center for downtown Appleton is a complex project with multiple decision points that require careful consideration. The purpose of this memo is to provide highlights of these decision points for Council's reference.

Staff is committed to strong communication on this project and welcomes your feedback regarding the level and type of communication necessary as you carefully consider this opportunity.

**1. PURCHASE AGREEMENT FOR THE SITE:**

Both the City of Appleton Common Council and the Outagamie County Board of Supervisors must approve the final purchase agreement. Outagamie County has approved the agreement and the Common Council will consider the agreement at a future date. Per this agreement, the closing for the purchase must occur on or before November 30, 2015.

**2. OPERATION & MANAGEMENT AGREEMENT FOR THE EXHIBITION CENTER:**

An operation and management agreement executed by the owner of the Radisson Paper Valley Hotel with the terms of said agreement first being approved by the City of Appleton Common Council.

**3. ACCEPTABLE SITE CONDITIONS:**

The City of Appleton conducted a geotechnical analysis of the described property and the results of such analysis were found satisfactory to the City of Appleton.

**4. FINANCING:**

Financing being secured by the Appleton Redevelopment Authority (ARA) through the issuance of bonds or other means and said financing being approved by the City of Appleton Common Council; and, obtaining all local, state and federal approvals required for the construction of an exhibition center on the described property.

**5. ROOM TAX INCREASE TO SUPPORT THE BOND FINANCING:**

All municipalities currently collecting room tax including the Cities of Appleton, Kaukauna and Neenah, the Towns of Grand Chute, Neenah and Menasha and the Villages of Kimberly, Little Chute and Sherwood shall take any necessary actions and enter into any necessary agreements for the purpose of each collecting additional room taxes, in an amount to be determined, with the proceeds of such taxes collected being directed toward repayment of bonds issued for the Exhibition center's construction. In cooperation with hoteliers, Municipalities, CVB and other Stakeholders, a Hotel Room Tax Agreement will need to be drafted and approved by each taxing collecting municipality.

**6. FURTHER DISCUSSION WILL BE HELD ABOUT NEXT STEPS**