

CITY OF APPLETON 2014 BUDGET CAPITAL IMPROVEMENTS PROGRAM PROJECT REQUEST

IDENTIFICATION
Project Title: Exhibition Center

PROJECT DESCRIPTION
<p>Justification:</p> <p>In 2008 the Fox Cities Chamber of Commerce and the Fox Cities Convention and Visitors Bureau sponsored a Convention Center feasibility study. The main conclusions of the feasibility study were:</p> <ul style="list-style-type: none"> * Strong market demand for a Fox Cities full service Convention Center * Downtown Appleton site to tie to available facilities and optimize Fox Valley features * Partner with existing hotel for management and operations * 30,000-35,000 sq. ft. of exhibit space plus more for support (total building approx. 70,000 sq. ft.) * \$8.4 million annual economic impact of a full service facility addition * Attract new visitation to area and events * Will promote spin-off development and additions to tax base * Reduction in lost local impact <p>On December 1, 2010, the Convention Center Community Coalition (CCCC), a broad based community group appointed by Mayor Hanna to expand on the feasibility study, presented their findings to the community. In January 2011, Fox Cities Exhibition Center, Inc. (FCEC) was formed to pursue development of an exhibit space that, when combined with existing facilities and services, will result in a prominent and competitive convention facility that will serve the entire Fox Valley.</p> <p>There are many components to this ambitious project and the FCEC is currently working with several entities to move it forward. In June, 2011, Outagamie Co. passed a resolution of conceptual support for the release of the County owned land identified as the exhibition center site. This resolution included four contingencies:</p> <ol style="list-style-type: none"> (1) FCEC secures a binding commitment from the Radisson Paper Valley Hotel to operate and staff the exhibition center; (2) FCEC secures the support of surrounding municipalities to impose a room tax to assist in funding of the exhibition center; (3) FCEC secures a commitment from the City of Appleton to support financing and infrastructure needs of the project; (4) the County negotiates an acceptable sales price and terms and obtains an acceptable solution for replacing county parking and addressing future space needs. <p>With the addition of the Exhibition Center, the Fox Cities will have a full service convention center that will attract and retain conventions and tradeshow. Currently, it is hard to attract conventions and tradeshow due to the lack of exhibit space. This will position the Fox Cities to once again be a top tier Midwest market site for regional conventions. The Fox Cities Convention & Visitors Bureau approved a \$250,000 grant for the design work. On February 8, 2013, the Radisson Paper Valley Hotel changed hands, with LNR purchasing the property at a sheriff's sale. LNR hired Hostmark to manage the property. On August 6, 2013, it was announced that a lease term sheet was signed between LNR and the Fox Cities Exhibition Center Board. The definitive lease agreement will still need to be negotiated.</p> <p>Discussion of operating cost impact:</p> <p>Operating expenses will be borne by the Radisson Paper Valley Hotel.</p>

DEPARTMENT COST SUMMARY						
DEPARTMENT PHASE	2014	2015	2016	2017	2018	Total
Community Development						
Land - County	2,025,619	-	-	-	-	\$ 2,025,619
Land - Lot 9	22,707	-	-	-	-	\$ 22,707
Stormwater design/ Site plan	60,000	-	-	-	-	\$ 60,000
Pedestrian bridge (1/2)	368,000	-	-	-	-	\$ 368,000
Stormwater on-site	130,000	-	-	-	-	\$ 130,000
Power poles - County	167,000	-	-	-	-	\$ 167,000
Total - Community Development	\$ 2,770,956	\$ -	\$ -	\$ -	\$ -	\$ 2,770,956
Capital Projects Fund	<u>2,750,619</u>					<u>2,750,619</u>

COST ANALYSIS						
Estimated Cash Flows						
Components	2014	2015	2016	2017	2018	Total
Planning						
Land Acquisition	2,025,619	2,048,956	-	-	-	\$ 2,048,956
Construction	725,000	-	-	-	-	\$ 725,000
Other	-	-	-	-	-	-
Total	2,750,619	\$ 2,770,956	\$ -	\$ -	\$ -	\$ 2,770,956
Operating Cost Impact	-	-	-	-	-	-

2,025,619

2,750,619