

2 **RESOLUTION: Authorize Execution of Grandstand Complex Improvement Agreement**
3 **with Life Promotions Inc**

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6 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

7 **WHEREAS**, it is acknowledged that for 18 years Winnebago County has experienced substantial benefits
8 from the presence of the annual Lifest Christian Music Festival (Lifest) at the Sunnyview Exposition Center with an
9 estimated annual economic impact of \$5.3 million in tourism spending throughout Winnebago County and a projected
10 6% annual increase in attendance as currently documented; and

11 **WHEREAS**, within the next two-to-three years, with the projected 6% annual increase in attendance at Lifest,
12 the area available for the event within the Sunnyview Exposition Center grounds will be used completely with no
13 additional area being available for camping and/or parking; and

14 **WHEREAS**, it has been determined that given the unexpected availability of property within the Sunnyview
15 Exposition Center Grandstand Complex, it would be possible to free up the present concert area where the Lifest
16 stage is annually erected by repositioning the stage location to a spot inside the Grandstand Complex. By moving
17 the stage location, Lifest would subsequently have a 7 acre area open for camping in the former concert area along
18 with a 9 acre parcel situated to the north of the new stage location; and

19 **WHEREAS**, Life Promotions Inc wishes to invest \$350,000.00 in a permanent state of the art exterior stage
20 which it would own and lease back to the County for other events to use for a period of 10 years. In conjunction with
21 the building of the permanent stage, the Parks Department would include within its 2017 Operations Budget the sum
22 of \$180,224.00 to make improvements around the structure including, among other things, construction of a 350' X
23 650' audience/performance area situated between the stage and the 4,500 seat grandstand facilities; and

24 **WHEREAS**, improvements such as the permanent stage and the 350' X 650' audience/performance area
25 would allow for varied programming within the Grandstand Complex where previously there had been only limited
26 promotional opportunities due to site conditions. Thereby the development would benefit the citizens of Winnebago
27 County by increasing the amount of potential tourism dollars spent within the area and creating opportunities for new
28 recreational and entertainment activities; and

29 **WHEREAS**, there is already well established precedent for pursuing this type of agreement which is
30 substantively based on the terms and conditions incorporated into lease agreements the County presently holds with
31 the Oshkosh Youth Soccer Club, the Hilton Garden Inn, and several corporate entities who are the proprietors of
32 various hangers at Wittman Field. It is an accepted practice for parties who wish to contribute towards the
33 enhancement of Parks property to not only support the funding and development thereof but to also do so with the
34 understanding that such improvements are therewith released to the County for ownership in perpetuity at the end of
35 their lease agreement; and

36 **WHEREAS**, your undersigned Committee believes that the citizens of Winnebago County would be served
37 by allowing Life Promotions Inc, at its own cost, to engage in construction of a permanent stage at the Sunnyview
38 Exposition Center Grandstand Complex and, after a period of ten (10) years, for Winnebago County to assume
39 ownership of the stage in accordance with the provisions contained in subsequent ground lease and rental
40 agreement documents to be drawn-up pursuant to the provisions set forth in the Grandstand Complex Improvement
41 Agreement, which is attached herewith and made a part of this Resolution by reference.

