

1 153-62017

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3 **ORDINANCE: Amend Section 19.24(7) of the General Code for Winnebago County to**
4 **Incorporate the Updated Sunnyview Exposition Center Rental Fee Schedule**

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

7 **WHEREAS**, the Winnebago County Parks and Recreation Committee has reviewed and recommends approval
8 of the following amendment to Section 19.24(7) of the General Code of Winnebago County containing the rental fee
9 schedule established for the Sunnyview Exposition Center; and

10 **WHEREAS**, with the upcoming installation of a permanent stage and entertainment facility at the Sunnyview
11 Exposition Center Grandstand Complex, it is necessary that Winnebago County proceed with instituting changes to
12 that section of the Sunnyview Exposition Center Rental Fee Schedule that both accommodate the scope and reflect
13 the added value of the aforementioned improvements; and

14 **WHEREAS**, fees for the improved areas shall be incorporated using a three-tiered approach to address use
15 of the facility for large, medium, and small events; and

16 **WHEREAS**, to further assist Expo Center clientele in their selection of an appropriate combination of
17 Grandstand Complex rental options, an additional option for stage rental shall be available within each of the three
18 tiers; however, all negotiations for stage rentals will be separate from the Grandstand Complex pricing schedule; and

19 **WHEREAS**, it has been determined that beginning in 2018, there shall be a 2.5% yearly facility rate increase
20 for the Grandstand Complex; and,

21 **WHEREAS**, in an effort to further enhance Winnebago County's revenue opportunities, the amended fee
22 schedule shall include a provision for collection of a 2.5% commission on all food and beverage sales involving the
23 Grandstand Complex Concession Building.

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25 **NOW, THEREFORE, BE IT RESOLVED**, the Winnebago County Board of Supervisors does ordain as
26 follows:

27 That Section 19.24(7) of the General Code of Winnebago County shall be expanded to include the new rates
28 for the Grandstand Complex and new stage for years 2017-2020, and the new rates shall read as follows: (see
29 attached EXHIBIT "A," Sunnyview Exposition Center Rental Fees Schedule 2016 – 2017 – 2018 – 2019 – 2020).

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31 **BE IT FURTHER RESOLVED** by the Winnebago County Board of Supervisors that said amendment to the
32 General Code of Winnebago County shall become effective on the date following the date of publication.

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34 **Fiscal Note:** See attached.

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Respectfully submitted by:

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PARKS AND RECREATION COMMITTEE

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Committee Vote: **5-0**

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Vote Required for Passage: **Majority of Those Present**

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40 Approved by the Winnebago County Executive this ____ day of _____, 2017.

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Mark L Harris
Winnebago County Executive

Resolution Number 153-62017

FISCAL NOTE

Enactment of this amendment in conjunction with the building of a permanent stage and large audience entertainment area within the grandstand complex will coincide with an annual increase of approximately \$2,800 in Oshkosh storm water utility charges. Parks operational costs may increase up to \$2,500 per year.

An estimate of the potential revenue that may be realized as a result of the enactment of this amendment is as follows:

- First year of programming (2018) – Although there would be a loss of approximately \$4,800 in racetrack related revenue, there is some indication from parties already making inquiries into using the venue that a small event could be booked for 2018. Given this contingency, the County could realize an estimated gross revenue of between \$5,000 and \$6,500 from the venue which includes the County's percentage of Pepsi, ATM, and concession building sales.
- Second and third years of programming (2019 and 2020) – it is anticipated that there may be some combination of 1 – 2 small and/or 1 – 2 medium size events using the venue with an estimated aggregate revenue of between \$20,000 and \$30,000 per year which includes the County's percentage of Pepsi, ATM, and concession building sales.
- Subsequent years – it is anticipated that together with a combination of small and medium size events using the venue, there is a strong likelihood that at least one or possibly two large scale events (i.e. concerts) will also be using the grandstand venue and surrounding expo facilities. Given this scenario, the estimated aggregate revenue gained from the venue may range between \$45,000 and \$60,000 per year which includes the County's percentage of Pepsi, ATM, and concession building sales.

Given the addition of the stage, potential revenue of the Grandstand Complex over the next ten (10) years is estimated to be at between \$350,000 and \$425,000.