

1 **210-112017**

2 **RESOLUTION: Authorize Execution of Sunnyview Exposition Center Ground Lease with**
3 **Life Promotions Inc.**

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

7 **WHEREAS**, it is acknowledged that for 19 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 the
9 presence of an estimated 90,000 attendees and with an annual economic impact of \$5.3 million in tourism spending
10 throughout Winnebago County; and

11 **WHEREAS**, with the steady growth that has been occurring with Lifest, and with the projected 6% annual
12 increase in attendance that is expected for several years to come, by 2019 all available programming space will be
13 used up at the Sunnyview Exposition Center leaving no other areas available for further camping and/or parking
14 expansion; and

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

20 **WHEREAS**, by forming strong partnerships with area organizations and businesses, Life Promotions Inc.
21 wishes to invest \$750,000.00 into development of a (55' X 122') permanent state of the art exterior stage which it
22 would own for a period of ten (10 years) during which time Life Promotions Inc. and the County would be subject to
23 the terms of a Ground Lease Agreement in which the stage rental fees that are to be charged to outside promoters,
24 would be evenly shared between the two parties; and

25 **WHEREAS**, in conjunction with the building of the permanent stage the Parks Department would proceed to
26 expend approximately \$180,000 from its 2017 Operations Budget to make improvements around the structure
27 including, among other things, construction of a multi-use 350' X 650' audience/performance area situated between
28 the stage and the 4,800 seat grandstand facility; and

29 **WHEREAS**, improvements such as the permanent stage and the multi-use 350' X 650'
30 audience/performance area would allow for varied programming within the Grandstand Complex where previously
31 there had been only limited promotional opportunities due to site conditions. In this manner the improvements would
32 benefit the citizens of Winnebago County by increasing the amount of potential tourism dollars spent within the area
33 and help create opportunities for new recreational and entertainment activities; and

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

41 **WHEREAS**, your undersigned Committee believes that the citizens of Winnebago County would best be
42 served by entering into a Ground Lease Agreement with Life Promotions Inc. thereby allowing the organization to
43 proceed with the construction and ten (10) year ownership of a permanent stage within the Sunnyview Exposition
44 Center Grandstand Complex and for the County to further enhance the marketability and revenue generating
45 potential of the Grandstand Complex overall by development of a multi-use audience/performance area.

46
47 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it hereby
48 authorizes the Winnebago County Executive and the Winnebago County Clerk to execute a Ground Lease
49 Agreement whereby Life Promotions Inc. will be permitted to devote resources towards construction of a 55' x 122'
50 concrete and steel stage at a predetermined location within the Grandstand Complex of the Sunnyview Exposition
51 Center and to own said stage for a period of ten (10) consecutive years at the end of which time the structure will be
52 turned over to the County free of title.

53
54 **BE IT FURTHER RESOLVED** by the Winnebago County Board of Supervisors that it hereby authorizes that
55 the Winnebago County Executive and Winnebago County Clerk be and they hereby are authorized to execute a
56 Ground Lease Agreement between Winnebago County and Life Promotions, Inc. over a period of ten (10)
57 consecutive years for good and valuable consideration of a lease payment of one dollar (\$1.00) per year for the
58 duration of said lease.

59
60 **BE IT FURTHER RESOLVED** by the Winnebago County Board of Supervisors that a copy of the Life
61 Promotions Ground Lease Agreement is attached hereto and made a part of this Resolution by reference.

62
63 **Fiscal Note:** Given the provisions contained within the Ground Lease Agreement that reflect Life Promotion's
64 ownership and subsequent care and maintenance of the stage facility, there is no direct fiscal impact
65 brought on to the Parks Department as a result of having the stage present in the Grandstand
66 Complex. However, information pertaining to impacts on Expo rental revenues are detailed in the
67 fiscal notes provided at the bottom of the resolution amending the Sunnyview Exposition Center Fees
68 Schedule.

69 Respectfully submitted by:

70 **PARKS AND RECREATION COMMITTEE**

71 **Committee Vote: 4-1**

72 Vote requirement for Passage: **Majority of Those Present**

73
74
75
76
77
78
79
80
81
82

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

Mark L Harris
Winnebago County Executive