

1 211-112017

2 **RESOLUTION: Authorize Execution of Sunnyview Exposition Center Rental Agreement**
3 **Between Winnebago County and Life Promotions Inc**
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5
6 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

7 **WHEREAS**, Winnebago County recognizes that Life Promotions Inc wishes to rent the Sunnyview Exposition
8 Center to hold its annual 4-day Christian Music Festival (“Lifest”) for ten (10) consecutive years (2018-2027); and

9 **WHEREAS**, it is in the best interests of Winnebago County to permit the long-range scheduling of said event
10 to allow the promoter to secure necessary agreements with subcontractors; and

11 **WHEREAS**, the long-range scheduling of events at the Sunnyview Exposition Center allows Winnebago
12 County staff to efficiently program the Center so as to maximize its use and ensure the generation of revenue.

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14 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it hereby
15 authorizes the Winnebago County Executive and the Winnebago County Clerk to execute a rental agreement
16 between Winnebago County and Life Promotions Inc for a period of 10 consecutive years (2018-2027) for the
17 purpose of conducting its annual 4-day Christian Music Festival.

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19 **BE IT FURTHER RESOLVED** by the Winnebago County Board of Supervisors that a copy of the proposed
20 Rental Agreement between Winnebago County and Life Promotions Inc is attached hereto and made a part of this
21 Resolution herein by reference.

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23 **Fiscal Note:** See attached.

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25 Respectfully submitted by:

26 **PARKS AND RECREATION COMMITTEE**

27 Committee Vote: **4-1**

28 Respectfully submitted by:

29 **PERSONNEL AND FINANCE COMMITTEE**

30 Committee Vote: **5-0**

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

32
33 Approved by the Winnebago County Executive this ____ day of _____, 2017.

34
35 _____
36 Mark L Harris
37 Winnebago County Executive

RESOLUTION

FISCAL NOTE

A negotiated stipulation intended to help offset the financial commitment Life Promotions Inc has invested in the construction of a stage at the Sunnyview Exposition Center has been incorporated into the Life Promotion Inc.'s Rental Agreement. For the 10-year term of the Agreement with Life Promotions Inc., Winnebago County has set the yearly rental rate at an amount approximately 33% lower than it would have been if no consideration were given for the construction of the stage. This lowering of Life Promotions Inc.'s rental fee will result in a reduction of \$125,000 in revenue over the ten (10)-year period (as illustrated below):

\$ 410,000	(total anticipated rent over 10 years with no stage consideration)
- 285,000	(total amount of rent charged and applied to Life Promotions with stage consideration)
<u>\$ 125,000</u>	(total reduction in rent over 10 year term of Agreement with stage consideration)

In addition to the \$285,000 in rental revenue that will be obtained over the term of this Agreement (2018-2027), it is anticipated that Winnebago County will gain an additional \$75,000± in revenue generated from Pepsi Corp, ATM transactions, and Life Promotion Inc.'s use of the Community Park for parking during the annual 4-day event for a total of \$360,000:

\$ 285,000	(total amount of rent charged and applied to Life Promotions with stage consideration)
+ 75,000	(total of additional anticipated revenue over 10-year term of Agreement)
<u>\$ 360,000</u>	