

1 **212-112017**

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

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

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

9 **WHEREAS**, with the upcoming installation of a permanent stage and multi-use audience/performance area  
10 within the Grandstand Complex, it is necessary that Winnebago County amend that section of the Sunnyview  
11 Exposition Center Rental Fee Schedule related to the Grandstand Complex in order to reflect the increased  
12 entertainment value of the venue, given the aforementioned improvements; and

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

15 **WHEREAS**, in order to uphold certain provisions pursuant to the County - Life Promotions Inc. Ground  
16 Lease Agreement, it has been determined that over the period of the next ten (10) years, together Life Promotions,  
17 Inc. and the County shall negotiate permanent stage rental charges with interested promoters and that the two  
18 parties shall evenly divide between them all subsequent permanent stage related revenue(s).

19 **NOW, THEREFORE, BE IT ORDAINED** by the Winnebago County Board of Supervisors as follows:  
20

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

24 **BE IT FURTHER ORDAINED** by the Winnebago County Board of Supervisors that said amendment to the  
25 General Code of Winnebago County shall become effective on the date following the date of publication.  
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27 **Fiscal Note:** See attached.  
28

29 Respectfully submitted by:

30 **PARKS AND RECREATION COMMITTEE**

31 Committee Vote: **4-1**

32 Vote Required for Passage: **Majority of Those Present**  
33

34 Approved by the Winnebago County Executive this \_\_\_\_ day of \_\_\_\_\_, 2017.  
35

36 \_\_\_\_\_  
37 Mark L Harris  
38 Winnebago County Executive

## FISCAL NOTES:

### POTENTIAL NET REVENUES EARNED OVER TEN-YEAR TERM OF LIFE PROMOTIONS

#### RENTAL AGREEMENT ATTRIBUTABLE TO STAGE BEING BUILT WITHIN THE

#### GRANDSTAND COMPLEX

FIXED ANNUAL GRANDSTAND COMPLEX EXPENSES – While building of a permanent stage and 350' X 650' multi-use audience/performance area within the Grandstand Complex will coincide with an annual increase of approximately \$2,800 in Oshkosh storm water utility charges, Parks labor and equipment costs are anticipated to parallel past years' expenditures.

**TOTAL EST. ANNUAL GRANDSTAND COMPLEX EXPENSES = \$27,800**

NET REVENUES - estimate of potential revenues that may be realized as a result of the stage being built within the Grandstand Complex are as follows:

- First year of programming (2018): Although there would be a loss of approximately \$3,200 in annual race track related net revenue, a monetary commitment has been made by a party for the booking of several programs given the contingency that their use of the facilities would be allowed to be upgraded should the stage become available. Given this development, the County could realize an estimated gross revenue of between \$49,000 and \$64,000 as a direct result of improvements made within the Grandstand Complex. Said revenues also include the County's percentages of Pepsi and ATM sales.  
**2018 TOTAL EST. NET REVENUE = \$28,800**
- Second and third years of programming (2019 and 2020): It is anticipated that there may be some combination of 1 – 2 small and 2 – 3 medium size events using the venue with a resulting estimated aggregate gross revenue of between \$55,000 and \$70,000 each year as a direct result of improvements made within the Grandstand Complex. Said revenues also include the County's percentages of Pepsi and ATM sales.  
**COMBINED 2019 AND 2020 TOTAL EST. NET REVENUE = \$60,400**
- Subsequent years (2021 – 2027): It is anticipated that together with a combination of small and medium size events using the venue, there is a strong likelihood that one additional large multi-day event (i.e. festival) will also be booked at the Expo Center during this period. Given this scenario, the estimated aggregate gross revenue gained from the venue may range from between \$60,000 to \$85,000 per year as a direct result of improvements made within the Grandstand Complex. Said revenues also include the County's percentages of Pepsi and ATM sales.  
**2021 – 2027 TOTAL EST. NET REVENUE = \$350,000**

Given the addition of the stage, the potential cumulative net revenue earnings for the Grandstand Complex at the end of the ten (10) year Life Promotions rental agreement is estimated to be at between **\$440,000±**.

\*NOTE – Net revenue brought in from the race track over the same ten (10) year period is estimated to be \$33,000±.