

**GREEN BAY/ BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT
SPECIAL EVENT AND ECONOMIC DEVELOPMENT FUND**

EVENT BENCHMARKS AND CAPITAL PROJECT GUIDELINES (APPROVED 12-10-18)

BACKGROUND:

The District has created a Special Event and Economic Development Fund to be used to support District operations and promote economic development, tourism and recreation within Brown County by granting funds for events and/or capital projects. The following strategic objectives have been established for the Fund:

- Hold at least one major Special Event at Lambeau Field annually in the seating bowl.
- Hold at least one City/District Special Event annually in a common area (e.g. parking lot, observation deck etc.) of Lambeau Field.
- Ensure sufficient funds are available annually for District operations
- Promote economic development and tourism in Brown County by providing bid fees and/or incentives for trade shows, conventions and/or sporting events.
- Promote economic development and tourism in Brown County by providing sponsorship for entertainment and/or exhibits at local tourism destinations (e.g. Meyer Theatre, Weidner Center, Railroad Museum, Neville Public Museum etc.).
- Promote economic development and tourism in Brown County by providing funds for selected capital projects.

Historically, the District has provided grants primarily for various special events (entertainment, sporting, conventions and trade shows). Regarding capital project requests, the District recently granted support for a hotel market study and also considered a request for support of a capital project from the Meyer Theatre. The Board appeared generally supportive of using some funds to support capital projects but was not comfortable awarding funds for the Meyer Theatre project in the absence of specific guidelines for capital projects. Subsequently, special event benchmarks and capital project guidelines were developed.

Previous Board discussions indicated a commitment to long-term sustainability of the Special Event and Economic Development Fund. Availability of these funds for grants shall be determined annually as part of District's budget process. The format for this determination is shown as Attachment 1 and shall consider the following factors:

- fund balance (balance less grants approved but not paid).
- planning horizon (should be at least 10 years)
- inflows (based on confirmed and projected events).
- outflows including amount required for District operations and available for grants.
- grant allocation split (percentage allocation to determine amounts available special event and capital project grants).

Annual review will allow the Board to establish the total available for grants based on current financial information and reasonable assumptions regarding future grant awards, special events and projects.

The District recognizes that the annual budget determination is a planning tool intended to ensure that decisions appropriately consider long-term sustainability. However, the District also understands that adjustments may be required to accommodate specific special event or capital project requests. The Board reserves the right to exceed the annual allocation for special events or capital projects in any year(s) and may employ the following methods to fund a grant request while still ensuring long-term sustainability:

- reallocation of funds between special events and capital projects (generally 70% for special events and 30% for capital projects),
- reallocation of funds from one year to another,
- applying fund balance.

To assist the Board in deliberations regarding special events and capital project requests, the following special event application (score sheet) and benchmarks and capital project guidelines and grant application have been developed for consideration.

SPECIAL EVENT BENCHMARKS

I. EVENT CRITERIA:

The Board has an established application form for special events (Attachment 2) and has evaluated event requests based on the following criteria:

- Name, date(s) and type of event or project - - events eligible for funding include conventions, trade shows and sporting events and projects eligible for funding include those that promote economic development and/or tourism.
- Length of event - - multi-day events will be given preference.
- Number of attendees/participants - - total number of local and out-of-county people to attend/participate in the event or project. Priority will be given to events/projects expected to attract significant out-of-county visitation.
- Event budget including: Special Event and Economic Development Fund balance, matching funds, risk sharing and potential District revenue to enable replenishment of the Fund.
- Relationship to stadium-related events, plans and projects and anticipated development in the Titletown District.
- Lodging impact - - estimated number of hotel nights generated in Brown County (additional room nights may require a firm commitment).
- Availability of venues and possible conflicts with other events.
- Other economic activity - - estimated visitor spending (shopping, restaurants, local restaurants etc.).
- Earned media - - coverage of event that would promote Brown County and increase public awareness of the community as a venue for events.

- Anticipated bid fee and/or incentive required.
- Other factors unique to the project or event.

Although special event evaluations have considered all of the above event criteria, several factors have emerged as primary considerations - - event budget, lodging impact (room nights), other economic activity (estimated economic impact) and fund balance.

As shown in Attachment 3, the Board has also considered a number of quantified indicators to facilitate comparison of special event requests - - grant dollars per night (grant amount divided by room nights) and economic impact per dollar (economic impact divided by grant amount). These are relatively straightforward measures of the anticipated return on the District's investment in an event. This comparison can help direct support to those events that maximize the District's return on investment.

II: SPECIAL EVENT BENCHMARKS (excluding events held in the seating bowl):

Although the Board has used the above criteria and indicators to evaluate special event requests, specific benchmarks have not previously been developed. The following general considerations have guided development of benchmarks: event budget, lodging impact, economic impact and fund balance:

- Events held outside of the seating bowl differ in terms of anticipated impact, and the District's return on its investment has varied greatly from one event to another. For some events the impact is not necessarily associated with the event itself but rather with future business generated as a result of the event. These types of events can best be viewed as an investment in marketing the area as a destination rather than an investment producing immediate results. This makes measuring return on investment much more speculative. An additional complication is that some events may produce current impact as well as provide opportunity for additional future impact (e.g. event may return or lead to other similar events). Nonetheless, the distinction is useful. The following benchmarks make a distinction based on whether an event's impact is primarily current or future:

Event Budget (Grant Size and Matching Requirements): The District intends to foster economic development, tourism and recreation in Brown County by using available funds to match and leverage additional private investment, donations and public and/or private grant funds. The following benchmarks shall apply to event budgets:

- Events funded for current impact:
 - Maximum grant size shall be \$50,000.00.
 - District funding shall not exceed 50% of total event expenses.
- Events funded for future impact:
 - Maximum grant size shall be \$75,000.00.
 - District funding shall not exceed 50% of total event expenses.

Lodging Impact: Grant dollars per hotel room night indicates the relative efficiency of grant funds in generating hotel stays. Clearly, the desire is to maximize the District's return on its investment by

generating the most room nights at the lowest possible cost. The following benchmarks are established for lodging:

- Events funded to produce current impact:
 - Event shall produce a minimum of 1,000 projected room nights.
 - District funding shall not exceed \$7.50 per projected room night.
- Events funded to produce future return on investment:
 - Event shall produce a minimum of 250 room nights.
 - District funding shall not exceed \$75.00 per projected room night.

Economic Impact: An estimate of economic impact for an event is required to be submitted including assumptions used for the impact calculation. Since the underlying assumptions can alter the estimated impact, it is important that the Board consider these during deliberations. As with room nights, the desire is to maximize the District's return on its investment by generating the most economic impact at the lowest cost possible. Therefore the following benchmarks for economic impact are established:

- Events funded to produce current impact:
 - Event shall produce a minimum economic impact of \$500,000.00.
 - Event shall produce a minimum of \$50.00 impact per grant dollar.
- Events funded to produce future return on investment:
 - Event shall produce a minimum current economic impact of \$250,000.00.
 - Event shall produce a minimum current economic impact of \$25.00 impact per grant dollar.

Fund Balance: In order to ensure sufficient resources for District operations and ensure long-term sustainability of the grant program the following shall apply to all event requests.

- No request shall be approved that results in a year-end balance below \$1,000,000.00.

III. SPECIAL EVENTS (held in the seating bowl):

Events held in the seating bowl of the stadium are unique and benchmarks will not be established. These events generate ticket tax funds for deposit into the Special Event and Economic Development Fund as well as a major economic impact for the community. Consequently, these events will be evaluated on a case-by-case basis.

- **Ticket Tax Rebates:** Under the provisions of Section 8.3 of the Lease Agreement the District has imposed a Ticket Tax at a rate equal to 10% of the face value (excluding the Ticket Tax and sales tax components thereof) of all paid admissions tickets to facilities (other than for tours or to view memorabilia). For concerts only, as an incentive to bring major events to the stadium, the District may provide Ticket Tax rebates. To expedite the negotiation process for Ticket Tax rebates, the Executive Director is authorized to offer Ticket Tax rebates up to 5.0% of the face value (as defined above). Ticket Tax rebates in excess of 5.0% must be approved by the District Board.

IV. POST-EVENT REPORTING:

Grant recipients shall be required to provide a post-event report to the District including information on: event attendance, room-nights generated and economic impact.

CAPITAL PROJECT GUIDELINES AND GRANT APPLICATION

I. INTRODUCTION:

The District has limited funds available to support capital projects. To leverage its funds to support economic development, tourism, and recreation in Brown County and to encourage additional investment, the District shall focus its capital project grant support on projects that:

- include significant financial participation by other public and/or private organizations,
- increase capacity of the community to accommodate visitors,
- improve the quality of the experience at public destinations, and/or
- support community development/redevelopment.

I. CAPITAL PROJECT DEFINITION:

For purposes of the District’s grant program, a capital project is defined as any of the following:

- New construction, renovation, expansion or replacement of a building with a useful life of at least 10 years and total project cost of at least \$1,000,000.00 including any associated professional services (e.g. planning, design, and engineering).
- Purchase of equipment (new or replacement) with a cost of at least \$500,000.00 and estimated useful life of 10 years or more.
- Feasibility, marketing or planning study related to an economic development project with a projected cost of at least \$10,000,000.00.

II. CAPITAL PROJECT GUIDELINES:

Location, Ownership and Purpose: To be eligible for funding a project must meet all of the following criteria:

- be located in Brown County,
- be for a publicly owned and operated facility, a publicly owned facility operated through a service contract/lease or a facility owned by not-for-profit organization that is tax exempt, IRS 501(c)(3).
- be for one of the following destinations that supports economic development, tourism and/or recreation:
 - theater, auditorium or other performing arts venue,
 - amusement park,
 - museum,
 - zoo/nature center
 - convention center or exhibition hall,

- arena, stadium, ballpark or other sports venue **or** be related to development/redevelopment of the following areas:
- Stadium District (Lombardi Avenue corridor from Highway 41 to Ashland Avenue),
- Downtown Green Bay, or
- Military Avenue Corridor.

Ineligible Costs: The following costs are not eligible for capital project grant funding:

- annual operating expenditures,
- debt retirement, or
- endowments.

Grant Size and Matching Requirements: Capital project grant requests must meet the following requirements:

- shall not exceed \$100,000.00.

Fund Balance: In order to ensure sufficient resources for District operations and ensure long-term sustainability of the grant program the following shall apply to all event requests.

- No request shall be approved that results in a year-end balance below \$1,000,000.00.

III. APPLICATION PROCESS:

The District has not established a grant cycle and applications will be processed as received. Upon receipt, District staff will review the application for completeness and follow up with the applicant regarding and questions. Upon completion of review by staff, completed applications will be scheduled for consideration at a District Board meeting and applicants will be required to have a representative in attendance to make a presentation and answer any questions. Application materials and any questions should be addressed to:

Mr. Patrick R. Webb
 Executive Director
 Green Bay/Brown County Professional Football Stadium District
 1229 Lombardi Avenue
 Green Bay, WI 54303
 Phone: 920 965-6995 Email: pwebb@gbbcestadiumdistrict.com

IV: POST-PROJECT REPORTING:

Grant recipients will be required to provide a post-project report certifying project completion and final sources and uses of funds.

**GREEN BAY/BROWN COUNTY PROFESSIONAL FOOTBALL STADIUM DISTRICT
CAPITAL PROJECT GRANT APPLICATION**

I. APPLICANT INFORMATION:

Applicant: _____

Contact Person and Title: _____

Address: _____

Phone: _____ **Email:** _____

II. PROJECT INFORMATION:

Project Purpose (check all that apply):

- Increase capacity of community to accommodate visitors
- Improve the quality of the experience at a public destination(s)
- Support community development/redevelopment

Project Type (check one and fill in blanks as appropriate):

- New construction, renovation, expansion or replacement of a building:
 - Estimated useful life _____
- Purchase of equipment (new or replacement):
 - Estimated useful life _____
- Feasibility, marketing or planning study related economic development project

Is the project located in Brown County (check one): Yes No

Ownership (check one):

- publicly owned and operated
- publicly owned and operated through lease or service contract
- owned by a not-for-profit tax exempt

III. PROJECT PURPOSE (check all that apply):

Destination (check one that best describes):

- theater, auditorium or performing arts venue
- amusement park
- museum
- zoo/nature center
- convention center or exhibition hall
- arena, stadium, ballpark or other sports venue

Development/Redevelopment (check project area):

- Stadium District
- Downtown Green Bay
- Military Avenue Corridor

IV: PROJECT SUMMARY (provide a narrative description including project schedule):

V: PROJECT BENEFITS (describe how the project promotes economic development, tourism and/or recreation in Brown County):

VI: PROJECT FINANCIALS:

Total Cost: _____ Estimated Useful Life: _____

Amount of District Funds Requested: _____ Funds Needed Date: _____

Sources and Uses of Funds (complete the following table):

PROJECT COSTS	AMOUNT	PROJECT FUNDS	AMOUNT
Professional Services		District Grant Funds	
Construction		Other Grant Funds	
Furnishings, Fixtures & Equipment		Donations	
Contingency		Applicant Funds	
Other (specify):		Other (specify):	
Total		Total	

VII: Applicant Certification:

I certify the information provided in this grant application is complete and accurate and understand that the District reserves the right to approve or deny any grant application in its sole discretion. If funding is approved, I acknowledge my understanding that the District is only a financial contributor to the project and does not assume any liability or responsibility for completing the project for which funds are awarded.

Name: _____

Title: _____

Signature: _____ **Date:** _____