

Columbia City Council Work Session Minutes

Monday, November 3, 2014 6:00 p.m.

City Hall – Conference Room 1A/1B

701 East Broadway

Council members present: Mayor McDavid, Ginny Chadwick, Mike Trapp, Karl Skala, Ian Thomas, Laura Nauser and Barbara Hoppe

Absent: None

The City Council met on Monday, November 3, 2014 at approximately 6:04 p.m. in Conference Room 1A/1B of City Hall, 701 E. Broadway, Columbia, Missouri.

The roll was taken. Council Members McDavid, Chadwick, Trapp, Skala, Thomas, Nauser and Hoppe were present.

Motion for Closed Meeting: Mayor McDavid made a motion for the City Council of the City of Columbia, Missouri, to immediately hold a closed meeting in Conference Room 1A/1B of City Hall, 701 E. Broadway, Columbia, Missouri, to discuss legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a governmental body or its representatives and its attorneys as authorized by Section 610.021 (1) of the Revised Statutes of Missouri. The motion was seconded by Mr. Skala.

The vote was recorded as follows: VOTING YES: MCDAVID, CHADWICK, TRAPP, SKALA, THOMAS, NAUSER, HOPPE. VOTING NO: NO ONE.

At approximately 6:05 pm, the City Council went into the closed meeting pursuant to RSMo Section 610.021 (1).

The closed meeting adjourned at approximately 6:36 p.m., and the meeting was then open for the normal pre-council meeting which began at approximately 6:37 p.m.

Retail Strategy:

City Manager Mike Matthes asked the guests from Victus to introduce themselves. Brian Connolly is the Managing Principle and Jeff Goldscher is the Executive Vice President of Victus.

Mr. Goldscher explained that they had six major goals to accomplish in this assessment which included: assessing the current state of the Columbia amateur sports community via public engagement and comparative analysis; identify opportunities to increase the market for a wide variety of amateur sporting

events; develop a realistic road map for the Columbia community to become a primary destination for youth and adult sports; quantify the economic/fiscal impacts that could be associated with sports tourism development; deliver marketing/branding recommendations to help strengthen Columbia as a sports tourism market, and; evaluate the feasibility of creating a Sports Commission. There are five stages included in these studies: Project Kick-Off and Planning; Community Facility and Existing Market Assessment; Preliminary Research Findings; Market Potential Study and; Final Report and Recommendations. Mr. Goldscher noted that the results reflect responses from the community.

Mr. Connolly presented a summary of key findings. He explained in regard to the current state; that due in large part to the strength of the City's Parks & Recreation department, and its ability to meet the needs of a wide variety of recreational activities, that Columbia has an ample supply of recreational fields and venues. Therefore, the recommendations identify the best opportunities for Columbia to make significant investments in competitive infrastructure that can both: a) support the growing local demand for the most popular sports, and b) also generate economic benefit for the community through competitive regional events such as a competitive sports field complex, a multi-sport indoor fieldhouse and an aquatics center. The primary funding mechanism for these facility investments could come through an increase in the current hotel/motel tax (4%) to one more competitive with surrounding and comparable communities (up to 7%). They also recommended establishing a Sports Commission that is affiliated with the current CVB and guided by an advisory board of local sports and tourism industry professionals. Goals would include: a) to generate incremental sports tourism in Columbia; b) to serve as an advocate for the sports community both inside/outside of the City; and c) to promote community health and wellness; among other key goals/tasks.

Mr. Connolly discussed the first recommendation for a competitive sports field complex. He suggested that in conjunction with Boone County, the City redevelop land on/adjacent to the current Central Missouri Events Center (CMEC) to become a sports field complex that can accommodate practices, games, and tournaments for a variety of competitive sports. Key components should include: finishing the Atkins Baseball Complex to include at least 6-8 competitive-caliber fields, including one "showcase" field with seating capacity of approx. 1,500 people; developing at least 12 competitive-caliber soccer fields with artificial turf on current CMEC/Atkins land that is under-utilized, and; the installation of lights for night-time play, and concessions/restrooms/lockers as necessary. He addressed the 2nd recommendation for a multi-sport indoor fieldhouse. He suggested that the City of Columbia should develop a multi-sport, indoor fieldhouse for use by currently underserved indoor sports, including basketball, volleyball, gymnastics, etc. Key components should include: regulation basketball courts (at least 8); a flexible layout and multi-purpose flooring options to

accommodate a variety of events; locker rooms, concessions, administrative offices, etc. This fieldhouse could be considered as an additional component of the City-County sports field complex proposed above, or built on other available land within the City of Columbia. The third recommendation is for an aquatic center. He noted that demand exists for a new aquatic center, however the City should carefully examine the financial feasibility of a swimming/diving venue (to host practices and local/regional meets) with the following caveats in mind: development of a state-of-the art aquatic center is very expensive on a square-foot basis. Typical amenities can include: 50-meter pool, movable bulkhead, instructional and therapy pools, diving wells, spectator seating, locker rooms, offices, etc. On-going operating costs of aquatic centers can be prohibitive, due to insurance costs, additional staffing costs for lifeguards/safety, maintenance of water quality, etc. As a result, most municipal aquatic centers require on-going public subsidies. The City may consider a partnership with the school district, or with hospitals or health systems for therapeutic uses, in order to mitigate development and operational costs.

Mr. Connolly explained that there were other items that were reviewed but not recommended for large scale investments. These items were considered niche sports, such as: Horse/Equine Events, Ice Hockey, Archery, and Disc Golf. These niche sports have limited participation relative to other sports (such as soccer, baseball, softball, basketball, and swimming) that have developed large followings and sophisticated competitive organizations. As such, our facility recommendations have focused on the local sports that can support significant capital investment and maximize the City's ROI.

Council person Skala suggested that some of these facilities could be easily shifted to cover some of the smaller participation sports like archery, etc. Mr. Connolly agreed and added that you have to design the field house to be flexible. Council person Hoppe asked if competitors were looked at during this research. Mr. Connolly replied yes, they looked at comparable communities within an 8-10 hour drive. Mr. Goldscher added that Columbia is also geographically well located for surrounding communities.

Mr. Connolly reviewed the potential project costs for each facility recommendation. The field sports complex was estimated at \$16.5 Million, the indoor fieldhouse was estimated at \$10 Million and the aquatics center was estimated at \$20 Million. He also reviewed funding sources and suggested that in order to fund sports facility development and drive incremental sports tourism, the Hotel/Motel Tax Rate in Columbia could be raised from 4% to as much as 7%, equal to the lodging tax rates in nearby Jefferson City and comparable markets such as Athens, Georgia, and Lawrence, Kansas. The construction and ongoing operations of amateur sports facilities could generate significant, incremental economic activity for the City of Columbia and Boone County

Mr. Goldscher reviewed some suggestions on forming the Columbia Sports Commission (CSC) and noted that it should be incorporated as a non-profit organization, governed by/affiliated with the CVB, with its own separate identity to include: electronic identity (website, emails, social media channels, etc.); graphic identity (logo, letterhead, mascot, etc.); and an operating budget and marketing strategy. The CSC would share resources with the CVB where appropriate, including office space, administrative support and overhead costs. The Board of Directors for the CSC should be a volunteer advisory board committed to playing an active role in the vision, growth, and success of the CSC. He recommended 12 to 15 members recommended, separate from the existing CVB Board. It should include local leaders from: sports community, businesses that would benefit from sports tourism, and public sector (CVB, Parks & Rec., County). The emphasis should be placed on appointing Board members that have both immediate community influence, as well as long-term willingness to support the CSC with both their personal time/effort and financial means. This advisory board would not have legal or fiduciary responsibilities. Mr. Goldscher wrapped up with the proposed mission statement. "The Mission of the City of Columbia's Sports Commission is to use the power of sports to attract local, regional, and national sporting events; generate economic impact for our businesses; and maximize the positive influence that sports can have on the physical and mental health of our community."

Mr. Matthes added that this was also a report at the regular council meeting tonight. Ms. Hoppe asked if this contemplates needing additional staff members before money comes in from a hotel tax. Mr. Matthes said that we can discuss that, but any approach can be taken.

The entire Victus Sports Feasibility presentation can be viewed at the following link:

<http://www.gocolumbiamo.com/Council/Commissions/downloadfile.php?id=15814>

The entire Victus Sports Feasibility Report can be viewed at the following link:

<http://www.gocolumbiamo.com/Council/Commissions/downloadfile.php?id=15815>

Other Topics Council Wishes to Discuss:

None.

There being no further discussion, the meeting adjourned at approximately 6:57 PM.