



**BOARD OF COUNTY COMMISSIONERS
WARREN COUNTY, OHIO**

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***TOM GROSSMANN
SHANNON JONES
DAVID G. YOUNG***

**BOARD OF COUNTY COMMISSIONERS
WARREN COUNTY, OHIO**

MINUTES: Regular Session – May 9, 2017

The Board met in regular session pursuant to adjournment of the May 2, 2017, meeting.

Tom Grossmann – present

Shannon Jones – present

David G. Young – present

Tina Osborne, Clerk – present

Minutes of the May 2, 2017, meeting were read and approved.

- 17-0697 A resolution was adopted to designate Family and Medical Leave of Absence to Elizabeth Hollon, Emergency Communications Operator, within the Emergency Services Department. Vote: Unanimous
- 17-0698 A resolution was adopted to designate Family and Medical Leave of Absence to Svitlana Lytvyniuk, Eligibility Referral Specialist III, within the Department of Job and Family Services, Human Services Division. Vote: Unanimous
- 17-0699 A resolution was adopted to approve end of 365-day probationary period and approve a pay increase for Blake Pottorf within the Warren County Department of Facilities Management. Vote: Unanimous
- 17-0700 A resolution was adopted to hire Molly Miller, Protective Services Caseworker I, within the Warren County Department of Job and Family Services, Children Services Division. Vote: Unanimous
- 17-0701 A resolution was adopted to amend Sections 5.02 separation pay and 6.02 vacation, of the Warren County Personnel Policy Manual. Vote: Unanimous
- 17-0702 A resolution was adopted to set and advertise public hearing and establish comment period for Warren County Solid Waste Management District Plan Update. Vote: Unanimous

- 17-0703 A resolution was adopted to approve and authorize Amendment #2 for Fiscal Year 2017 Reclaim Ohio Program on behalf of the Warren County Juvenile Court. Vote: Unanimous
- 17-0704 A resolution was adopted to advertise for electronic sealed bids for the purchase of 24,815 tons of bulk ice control salt. Vote: Unanimous
- 17-0705 A resolution was adopted to approve Emergency Water Purchase Agreement between Western Water Company and Warren County. Vote: Unanimous
- 17-0706 A resolution was adopted to approve and authorize the President of the Board to enter into a collaboration and Financial Reimbursement Agreement between this Board and Western Water Company concerning cooperation of improvements to the water system along Brimstone Road to prove an emergency interconnect for both parties. Vote: Unanimous
- 17-0707 A resolution was adopted to approve and enter into a Garment Rental Contract and Addendum with UniFirst Corporation. Vote: Unanimous
- 17-0708 A resolution was adopted to approve and enter into a Crop Land Rental Agreement with Henderson Turf Far, Inc. Vote: Unanimous
- 17-0709 A resolution was adopted to approve and authorize President of the Board to enter into Agreement with Fiserv Solutions LLC on behalf of the Warren County Treasurer. Vote: Unanimous
- 17-0710 A resolution was adopted to amend the contract with (ABS Business Products) now known as Donnellon McCarthy Enterprises on behalf of the Warren County Department of Human Services. Vote: Unanimous
- 17-0711 A resolution was adopted to post for re-bid of the sale of various scrap metal for the Water and Sewer Department. Vote: Unanimous
- 17-0712 A resolution was adopted to approve and enter into contract with Community Mental Health Centers of Warren County, Inc., DBA Solutions Community Counseling and Recovery Centers, on behalf of the Warren County Jail regarding crisis services. Vote: Unanimous
- 17-0713 A resolution was adopted to declare various items within Board of Development Disabilities, Children Services, Common Pleas Court, Information Technology, Drug Task Force, Metropolitan Housing, Mary Haven, Water and Sewer Department, Sheriff's Office, and Telecom as surplus and authorize the disposal of said items. Vote: Unanimous
- 17-0714 A resolution was adopted to acknowledge receipt of April 2017 Financial Statement. Vote: Unanimous

- 17-0715 Due to clerical error this resolution was inadvertently omitted.
- 17-0716 A resolution was adopted to approve various refunds. Vote: Unanimous
- 17-0717 A resolution was adopted to approve voucher add on. Vote: Unanimous
- 17-0718 A resolution was adopted to acknowledge payment of bills. Vote: Unanimous
- 17-0719 A resolution was adopted to enter into a Subdivision Public Improvement Performance and Maintenance Security Agreement with Long Cove Acquisition Partners, LLC for installation of certain improvements in Long Cove Phase 2D situated in Deerfield Township. Vote: Unanimous
- 17-0720 A resolution was adopted to enter into Street and Appurtenances (including sidewalks) Security Agreement with Long Cove Partners, LLC for installation of certain improvements in Long Cove, Phase 2D situated in Deerfield Township. Vote: Unanimous
- 17-0721 A resolution was adopted to enter into Erosion Control Bond Agreement for M/I Homes of Cincinnati, LLC for completion of improvements in Regency Park, 11C situated in Hamilton Township. Vote: Unanimous
- 17-0722 A resolution was adopted to enter into a Subdivision Public Improvement Performance and Maintenance Security Agreement with Riddle House, LLC for installation of certain improvements in the Woodlands at Morrow, Phase 2B situated in the Village of Morrow. Vote: Unanimous
- 17-0723 A resolution was adopted to approve the following record plats.
Vote: Unanimous
- 17-0724 A resolution was adopted to approve appropriation decreases within various funds. Vote: Unanimous
- 17-0725 A resolution was adopted to approve an operational transfer from Commissioners Fund #101 into Human Services Fund #203. Vote: Unanimous
- 17-0726 A resolution was adopted to approve supplemental appropriation into Warren County Garage Parts Fund #619. Vote: Unanimous
- 17-0727 A resolution was adopted to approve supplemental appropriation into Common Pleas Court Community Based Corrections Fund #289. Vote: Unanimous
- 17-0728 A resolution was adopted to approve appropriation adjustments within Common Pleas Community Based Corrections #289. Vote: Unanimous

- 17-0729 A resolution was adopted to approve appropriation adjustments within Prosecutors Funds #101-1150, #245 and #271. Vote: Unanimous
- 17-0730 A resolution was adopted to approve an appropriation adjustment within Prosecutor Fund #101-1150. Vote: Unanimous
- 17-0731 A resolution was adopted to approve appropriation adjustment within Facilities Management Fund #101-1600. Vote: Unanimous
- 17-0732 A resolution was adopted to approve appropriation adjustment within Common Pleas Court Fund #101-1220. Vote: Unanimous
- 17-0733 A resolution was adopted to approve appropriation adjustments Common Pleas Court Computer Fund #280. Vote: Unanimous
- 17-0734 A resolution was adopted to approve appropriation adjustment within Common Pleas Court Cognitive Intervention Program Substance Abuse Monitoring Fund #284. Vote: Unanimous
- 17-0735 A resolution was adopted to approve appropriation adjustment within Sheriff's Office Fund #101-2200. Vote: Unanimous
- 17-0736 A resolution was adopted to approve appropriation adjustment within Emergency Services/ EMA Fund #264. Vote: Unanimous
- 17-0737 A resolution was adopted to approve an appropriation adjustment within the Water Revenue Fund No. 510. Vote: Unanimous
- 17-0738 A resolution was adopted to approve appropriation adjustment within Treasurer's Office Fund #249. Vote: Unanimous
- 17-0739 A resolution was adopted to authorize payment of bills. Vote: Unanimous
- 17-0740 A resolution was adopted to approve annexation of 9.2466 acres to the Village of Maineville, Richard Paolo, Agent, pursuant to Ohio Revised Code Section 709.023 [A.K.A. Expedited Type 2 Annexation]. Vote: Unanimous
- 17-0741 A resolution was adopted to levying an additional one percent (1%) County Lodging Tax on hotel transient guests for the purpose of constructing and maintaining destination sports facilities in Warren County, Ohio, and paying expenses deemed necessary by the Warren County Convention and Visitors Bureau with reference to such facilities, to remain in effect for the period of time not to exceed the earlier of twenty-five years or the payment in full of debt charges on issued securities related thereto. Vote: Unanimous
- 17-0742 A resolution was adopted to approve supplemental appropriation into Jail Construction and Rehab Fund #497. Vote: Unanimous

- 17-0743 A resolution was adopted to authorize issuance of request for qualifications of an Architect relative to the construction of a new Warren County Jail and Sheriff's Administrative Offices. Vote: Unanimous
- 17-0744 A resolution was adopted to retain Bricker & Eckler LLP as counsel relative to construction law services and the construction of the proposed new Warren County Jail and Administrative Offices. Vote: Unanimous

DISCUSSIONS

On motion, upon unanimous call of the roll, the Board accepted and approved the consent agenda.

Bruce McGary, Assistant Prosecutor, was present along with Megan Manuel and Pete Mason, Board of Developmental Disabilities, relative to an update on the proposed development of a park on land donated by the State of Ohio and also a parcel owned by the City of Mason.

The Board stated their opinion that it is in the best interest of Warren County to utilize both parcels for the handicap accessible park.

The Board discussed the option to enter into a short-term lease with the City of Mason and once the reverter clause time expired, they would deed the parcel to the City of Mason.

There was discussion relative to the timing of the project and the language being added to the Budget Bill scheduled to be adopted by the State of Ohio legislature in approximately six weeks that would allow the Board to transfer the property prior to the sunset of the clause.

Mr. McGary explained the timeline of the project relative to fundraising and recommended the Board move forward with the short term lease and include language that if the law is changed, they have the ability to transfer the property immediately.

Mrs. Manuel stated that her Board is in favor of the project and is considering the land an "in-kind" donation to the project.

Upon discussion, the Board stated their concurrence to proceed with a short term lease for the entire County owned parcel.

ANNEXATION PETITION FILED PURSUANT TO OHIO REVISED CODE SECTION
709.023 (AKA EXPEDITED TYPE 2) TO ANNEX
9.2466 ACRES TO THE VILLAGE OF MAINEVILLE
RICHARD PAOLO, AGENT

Steve Hunt, attorney for the annexation petition to annex 9.2466 acres to the Village of Maineville, was present pursuant to the scheduling of this matter due to the resolution objecting to the annexation petition being filed by the Hamilton Township Trustees.

Mr. Hunt stated that all matters required by law have been met and reviewed the criteria as follows:

- The petition meets all the requirements set forth in, and was filed in the manner provided in, ORC 709.021.
- The persons who signed the petition are owners of property located in the territory proposed to be annexed, and they constitute all owners in the territory.
- The territory proposed to be annexed does not exceed 500 acres.
- The territory proposed to be annexed shares a contiguous boundary with the municipality for a continuous length of at least 5% of the perimeter of the territory proposed to be annexed.
- The annexation will not create an unincorporated area of the township that is completely surrounded by the territory proposed to be annexed.
- The municipality has agreed to provide the territory proposed to be annexed the services specified in the municipal services statement.
- If a street or highway will be divided or segmented by the boundary line between the municipality and township as to create a road maintenance problem, the municipality has agreed as a condition of annexation to assume maintenance of that street or highway or to otherwise correct the problem.

Commissioner Grossmann acknowledged that Hamilton Township Trustees filed an objection to the annexation petition. He then reviewed the resolution stating the conditions upon which the objection was filed including the quality of police protection that the Village is able to provide

Mr. Hunt stated the statute does not provide for a comparison of services or what services must be included, just that services will be provided.

Bruce McGary, Assistant Prosecutor, confirmed Mr. Hunt's interpretation that there is no legal authority for the Board to consider the quality of services.

Dave Wallace, Hamilton Township Trustee, stated the importance to point out the statistics relative to the number of police calls within the Village that were handled by the Village in comparison to the number handled by the Township Police.

Upon further discussion, the Board determined that all requirements within the Ohio Revised Code have been met and resolved (Resolution #17-0740) to approve the annexation of 9.2466 acres to the Village of Maineville.

Phil Smith, Warren County Convention and Visitors Bureau, was present to discuss a 1% increase in the Warren County Lodgings Tax.

Mr. Smith presented the attached PowerPoint Presentation providing background information relative to the mission of the Convention and Visitors Bureau, the proposed lodgings tax increase, the comparison in rates from surrounding counties, and the proposed sports complex to be constructed.

Mr. Smith explained that the additional 1% will be earmarked for debt service related to the construction of the facility and the revenue collected from registrations and concessions will pay for the operations.

There was discussion relative to the financing of road improvements that will be required due to the increase in traffic and the location of the facility.

Michael Hogan, General Manager of Marriott Northeast, stated that the hotel industry is supportive of the increase. He stated they realize a sports complex enhances the draw to the community and they will benefit from the new facility.

Lisa Burke, Marriott Senior Sales – Athletic Division, stated the importance of sports travel to their business and also stated that the increase is not significant and that it will not be noticed by the guests.

Ben Yoder, Warren County Park Board, spoke in favor of the increase and stated his feeling that the sports complex will help increase patronage at Armco Park which helps fund the Warren County Park District. He then stated that increased funding will help prevent the need for a park levy in the future.

Joe Leist, Cincinnati Soccer Club, informed the Board of the soccer tournaments that his club hosts every year with over 3000 families participating. He then stated that Warren County is lacking in quality facilities and because of that, they do not have the ability to expand their tournaments. He requested the Board to approve the increase.

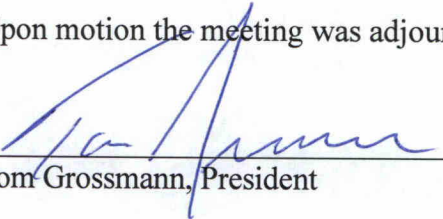
Dale Wilker, Ultimate Frisbee, stated the need for additional fields and the inability to find fields to host play during the spring or fall due to being tied up with soccer and lacrosse. He then stated the 2018 National Tournament is scheduled to be held in Warren County.

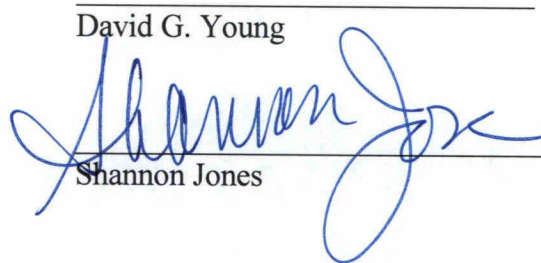
Commissioner Grossmann questioned the fact that all guests would be required to pay the lodgings tax and not just the patrons utilizing the sports complex.

Commissioner Jones stated that if those patrons don't want to pay the lodgings tax then they have the ability to stay in a hotel outside of Warren County.


Upon further discussion, the Board resolved (Resolution #17-0741) to levy an additional one percent (1%) County Lodging Tax on hotel transient guests for the purpose of constructing and maintaining destination sports facilities in Warren County, Ohio, and paying expenses deemed necessary by the Warren County Convention and Visitors Bureau with reference to such facilities, to remain in effect for the period of time not to exceed the earlier of twenty-five years or the payment in full of debt charges on issued securities related thereto.

Upon motion the meeting was adjourned.


Tom Grossmann, President

David G. Young

Shannon Jones

I hereby certify that the foregoing is a true and correct copy of the minutes of the meeting of the Board of County Commissioners held on May 9, 2017, in compliance with Section 121.22 O.R.C.


Tina Osborne, Clerk
Board of County Commissioners
Warren County, Ohio



Destination Sports Complex
via a legislatively enabled
1% Increase in County Lodging Tax

Why We're Here

Points:

1. Tourism & Sports Tourism benefit all of Warren County
 - a) Creates / sustains jobs
 - b) Lowers our tax burden
 - c) Assists other economic development
2. WC Sports Tourism: Successful, but bottlenecks hinder growth
3. 1% lodging tax increase to fund sports complex
 - a) Will drive growth
 - b) Is legal and ubiquitous
 - c) Voluntary consumption tax, not a tax on local residents
 - d) Has broad support

Why We're Here

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 - a) Creates / sustains jobs
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What Is the WCCVB?

- Private, Non-Profit, 501(c)6 corporation; founded in 1980¹
- “*A private company with a public purpose*”
- According to the State of Ohio, it is not a part of County government²
 - ❖ Not a County department, board, agency or subdivision
 - ❖ It is governed by its own independent board
 - ❖ It receives no funding from the county’s general fund
 - ❖ Operates both within the boundaries of the county and regionally
- Combines with county government in a public/private partnership

*Source: ¹Under provisions of ORC Section 1702; ²Ohio Attorney General Opinion 99-028, et al

What is the WCCVB?

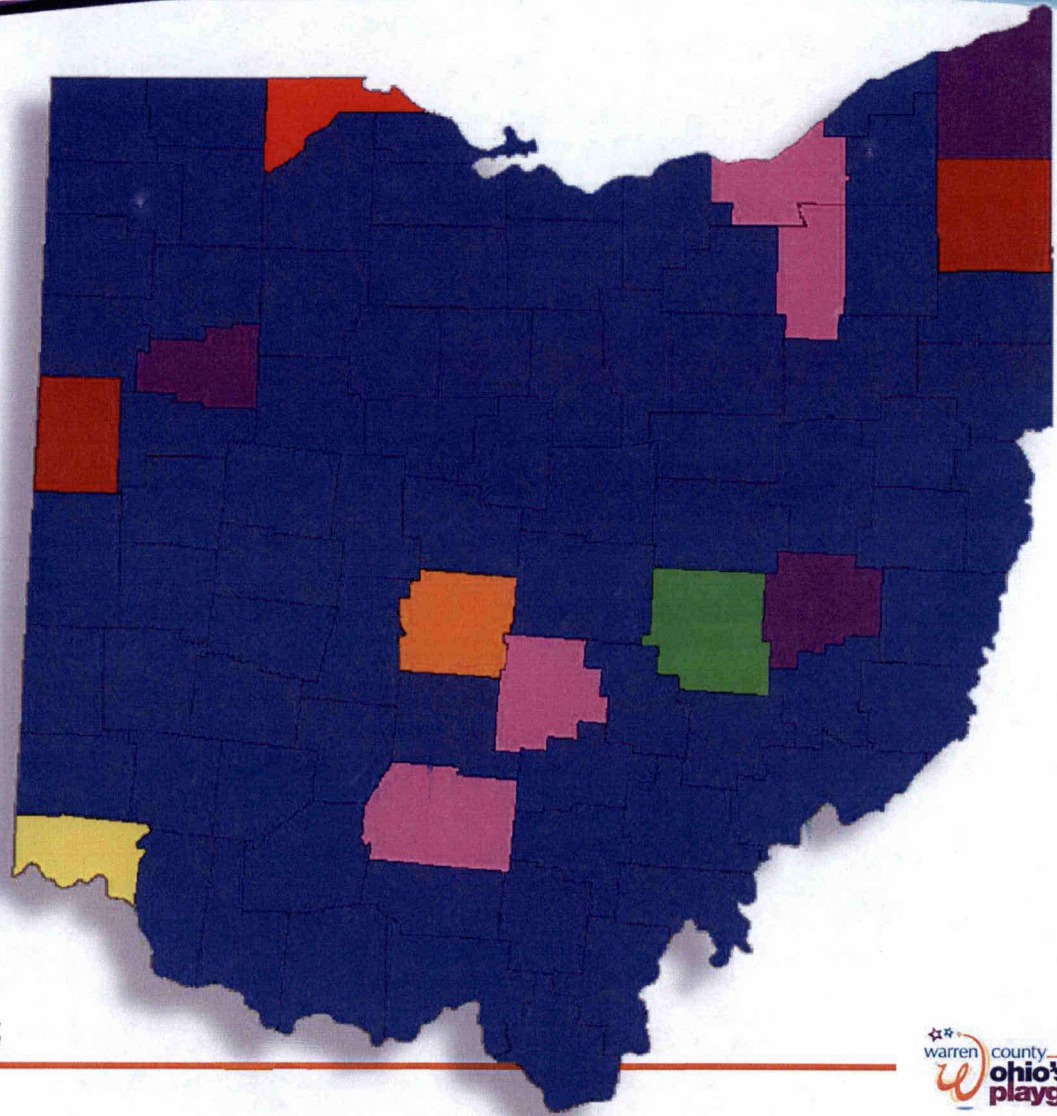
- Only entity dedicated to promoting Warren County and its municipalities to the outside world
- Mission: Economic growth through overnight and year-round visitors
 - ❖ Mission is not to bring new businesses to WC, which is the mission of the WC Office of Economic Development

What is County Lodging Tax?

- Vested under Ohio law (ORC Section 5739.09)
- A county may only levy & collect lodging tax to fund a CVB¹
 - ❖ A county may not use lodging tax for roads OR anything else¹
- Voluntary: No one has to pay it; you choose to pay it
- BOCC has the legal ability to contribute general fund dollars to the CVB² but does not (WC general fund contribution to CVB = \$0)
- *Bottom line: WC chooses to have a CVB funded solely by visitors*

Sources: ¹ORC Section 5739.09 (A)(1); Ohio Department of Taxation; CCOA; ORC; et al ²ORC Section 307.693

Red:	13.0%	Lucas
Orange:	7.0%	Franklin
Green:	7.0%	Muskingum
Yellow:	6.5%	Hamilton
Purple:	6.0%	Guernsey
	6.0%	Ashtabula
	6.0%	Allen
Dark Red:	5.0%	Trumbull
	5.0%	Mercer
Pink:	4.5%	Cuyahoga
	4.5%	Fairfield
	4.5%	Summit
	4.5%	Ross
Blue:	3.0%	All Others



Source: Ohio Department of Taxation as of June 1, 2015

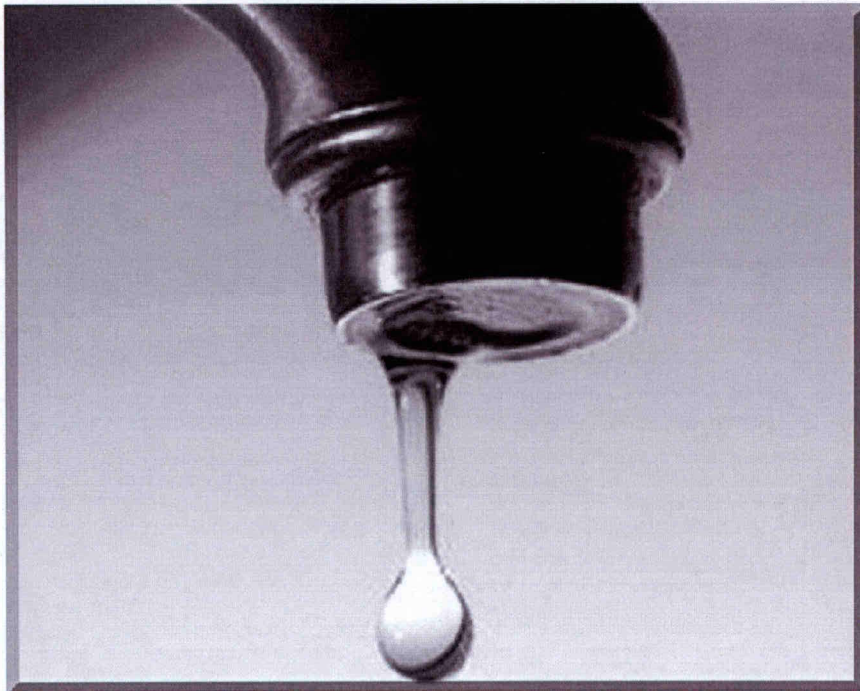
County lodging tax is:

- Utilized nearly everywhere in Ohio
- Legal everywhere in Ohio



Source: Ohio Department of Taxation as of June 1, 2015

Faucet, Not a Garden Hose



Source: Ohio Department of Taxation



Courtyard by Marriott
Springfield Downtown

100 S Fountain Ave
Springfield Oh 45502
T 937.322.3600

Room: 421

Room Type: DBDP

Arrive: 15Oct14 Time: 03:57PM Depart: 16Oct14

Date	Description
15Oct14	Room Charge
15Oct14	Occupancy Sales Tax
15Oct14	Room Tax
15Oct14	Convention and Tourism Tax
16Oct14	Visa

Card #: VXXXXXXXXXXXX6652XXXX
Amount: 138.34 Auth: 015494 Signature on File
This card was electronically swiped on 15Oct14

Balance: 0.00

“Convention and Tourism Tax”

Lodging Tax Is Ubiquitous



San Francisco..24.25%

Birmingham...17.50%

Indianapolis... 17.00%

St. Louis..... 22.00%

Knoxville.....17.50%

Kansas City....16.85%

Toledo..... 20.00%

Cincinnati.....17.25%

Dublin OH.....16.75%

Orlando..... 18.50%

Anaheim..... 17.00%

San Antonio....16.75%

Omaha..... 18.15%

Annapolis..... 17.00%

Chicago.....16.00%

Columbus..... 17.50%

Houston..... 17.00%

So Why Have Lodging Tax & a CVB?

A 3% County lodging tax rate here produces.....Abt. \$2,000,000

Tourism promotion helps generate..... Abt. \$1,000,000,000

Visitor Spending Means Jobs and Lower Taxes

So Why Have Lodging Tax & a CVB?

- There's a fixed cost to government
- Governments (County, City, etc.) need revenue to pay those costs

The more revenue a government gets from its visitors,
the less it needs from its residents.

Economic Impact

Warren County Tourism Economy

Δ '14

Visitor Spending: \$1,168,800,000 +9.9%

Local Jobs Supported: 12,244 +3.2%

1 in 9 jobs or 11.4% of all jobs here

- Does not include \$256.8+ million in tourism-related **construction** since 2012
- Warren County is *the most dependent on tourism for jobs* than any other county in Southwest Ohio

Source: State of Ohio, Tourism Economics, Inc.

WC: Slightly Outpacing the State

Since 2013:

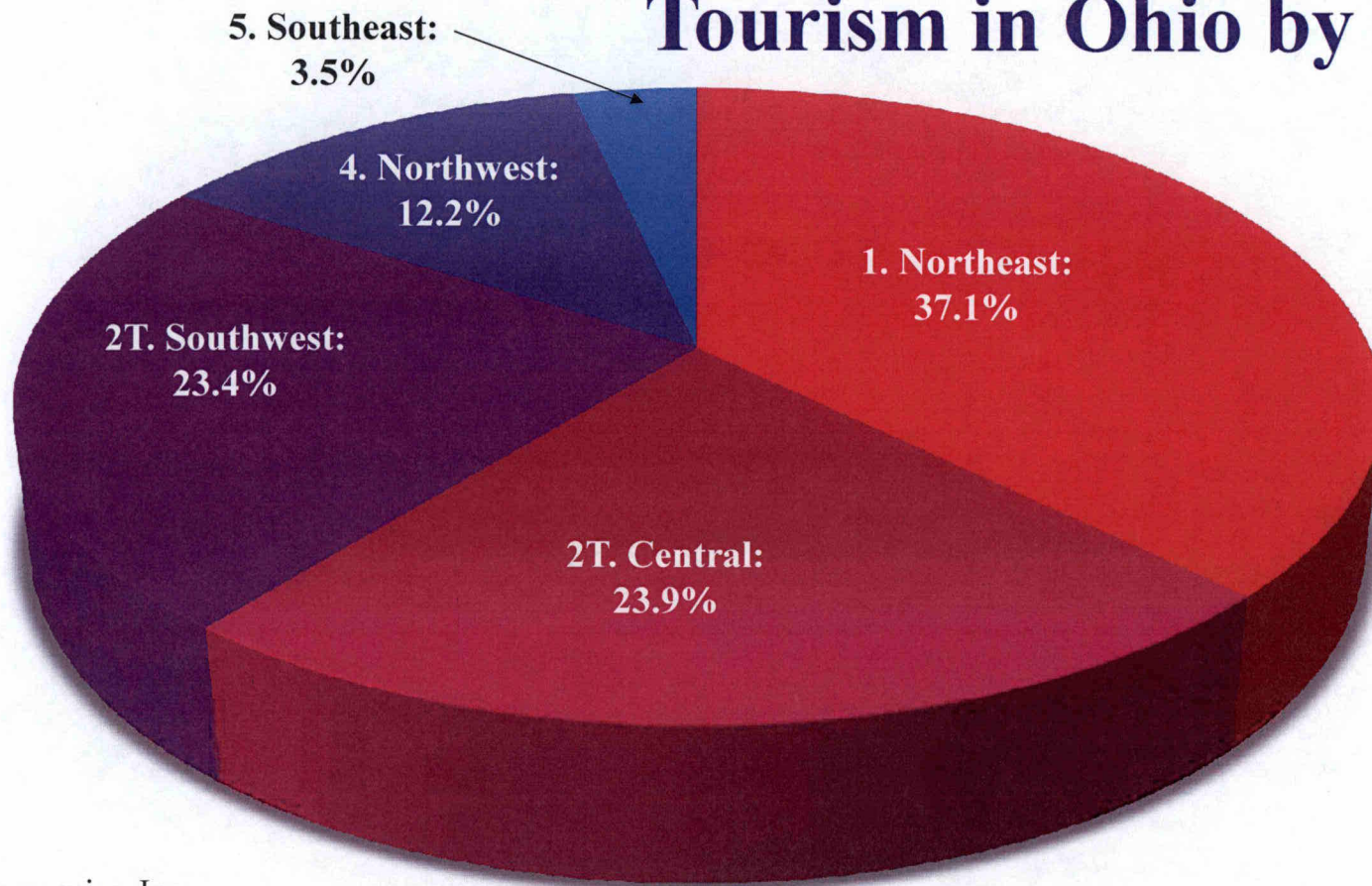
Statewide: +9.5%

Warren County: +9.9%



Source: State of Ohio, Tourism Economics, Inc.

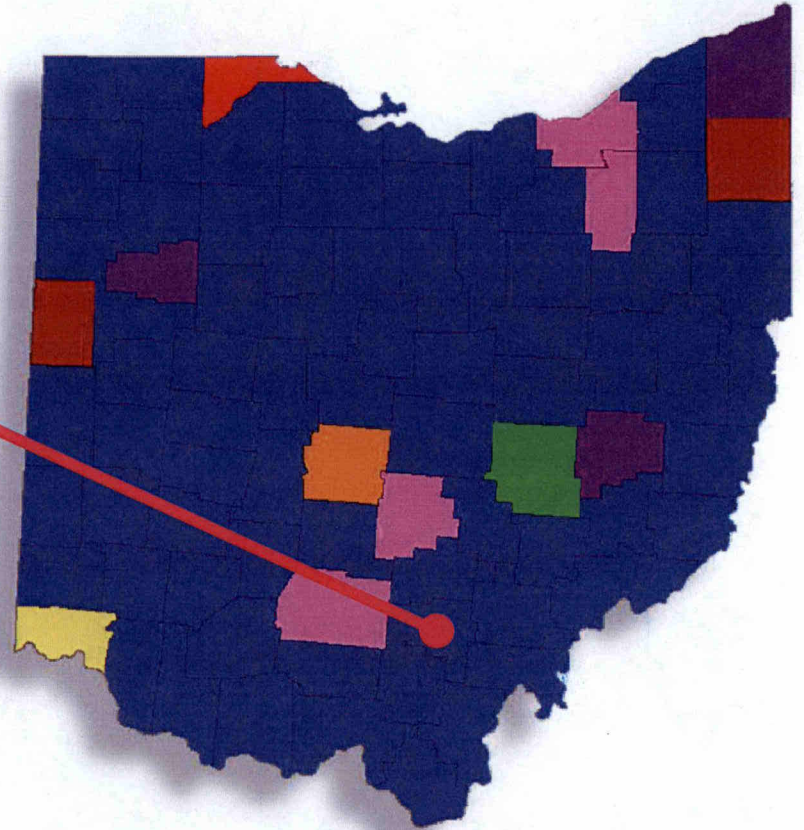
Tourism in Ohio by Region



Source: Tourism Economics, Inc.

Southeast Ohio — Vinton County:

- 88th in Ohio by population
- 87th in Ohio by per capita income
- 77th in Ohio by unemployment
- A handful of B&Bs and cabins
- Zero chain hotels



Sources: US Census, Ohio Dept. of Jobs & Family Services

VINTON COUNTY

- What to Do
- Where to Stay
- Where to Shop
- Where to Dine
- News/Events
- Parks and Recreation
- Trails
- History
- About the CVB

Upcoming Events

Brick Escape Room's Moonville Mystery
Sep 30, 2016
[EXPERIENCE MORE >](#)

Truck and Tractor Pull
Oct 22, 2016
[EXPERIENCE MORE >](#)

Explore Moonville Tunnel

MOONVILLE TUNNEL

Discover Vinton County and...

OHIO'S LAST FRONTIER

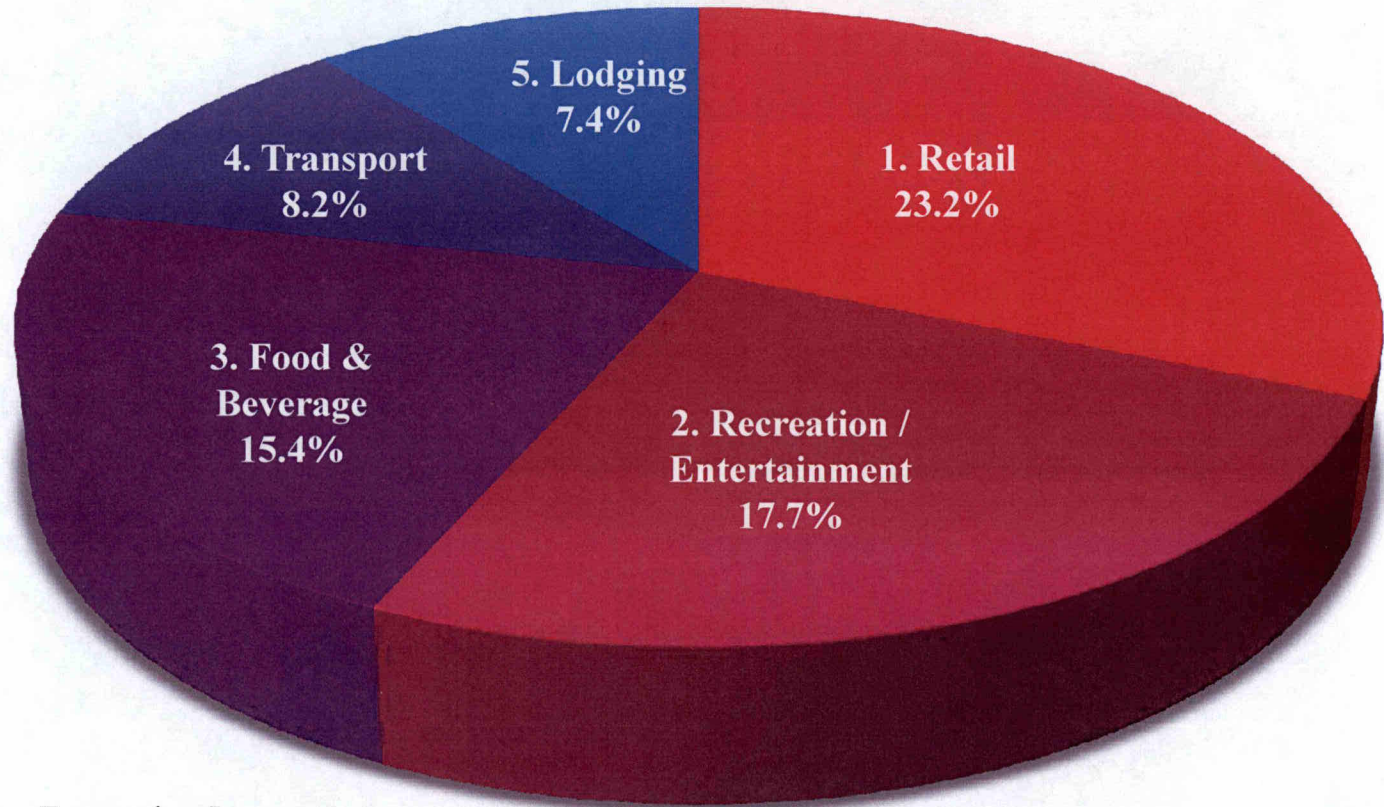
VINTON COUNTY

VINTON COUNTY'S secluded trails take visitors past serene lakes and forgotten ghost towns hidden among forested hills. Experience outdoor recreation without the crowds, just minutes from the **HOCKING HILLS**.

GET A FREE VISITORS GUIDE
VINTONCOUNTYTRAVEL.COM
1-800-596-4459

Why?: The more revenue a government gets from its visitors, the less it needs from its residents.

WC: \$1B+ Spending Distribution



Source: State of Ohio, Tourism Economics, Inc.



Tourism Spending Drives Jobs

Of those 12,244 jobs in WC:

- Retail, entertainment, food & beverage (top 3 areas of spending)..... 72%
- Business services, finance/insurance, healthcare, manufacturing..... 28%

Wages: \$276.3 million

Federal, State & Local Taxes*: \$146.5 million

Source: State of Ohio, Tourism Economics, Inc. *Fed: \$72M; State: \$44M; Local: \$30.4M

Tourism Spending Drives Jobs

Aren't tourism jobs low-paying? **No.**

Lola Roeh, hotel GM, quoted in *Wisconsin State Journal*:

“We experienced a double-digit increase in visitors, added a new lounge and reservation system. Those changes alone **created a dozen year-round jobs**, and we're still advertising for a **chef** and **restaurant manager**.”

The tourism industry includes a slew of small business **entrepreneurs** who own and operate **restaurants, retail stores and lodging establishments**.

You have **physical plant engineers** in hotels. You have **comptrollers**. You have people with master's degrees. **These are good jobs.**”

Tourism Spending Drives Jobs

Eric Grassman, Valley Laundry, Franklin, Ohio:

“We are a small business and we benefit directly from tourism.

During a large event such as the W&S Open tennis tournament, we actually **bring on more labor**, and increase our work day from 8 hours to 18 hours.

Our **consumption of products** increases, and this causes a ripple effect to other **local businesses and suppliers**.

Anything that can be done to attract more large scale events to Warren County as a whole will help create more benefit for our area businesses. I am a supporter of this effort.”

Tourism Spending Drives Jobs

Of those 12,244 **jobs** in WC:

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- Business services, finance/insurance, healthcare, manufacturing..... 28%

Wages: \$276.3 million

Federal, State & **LOCAL TAXES***: \$146.5 million

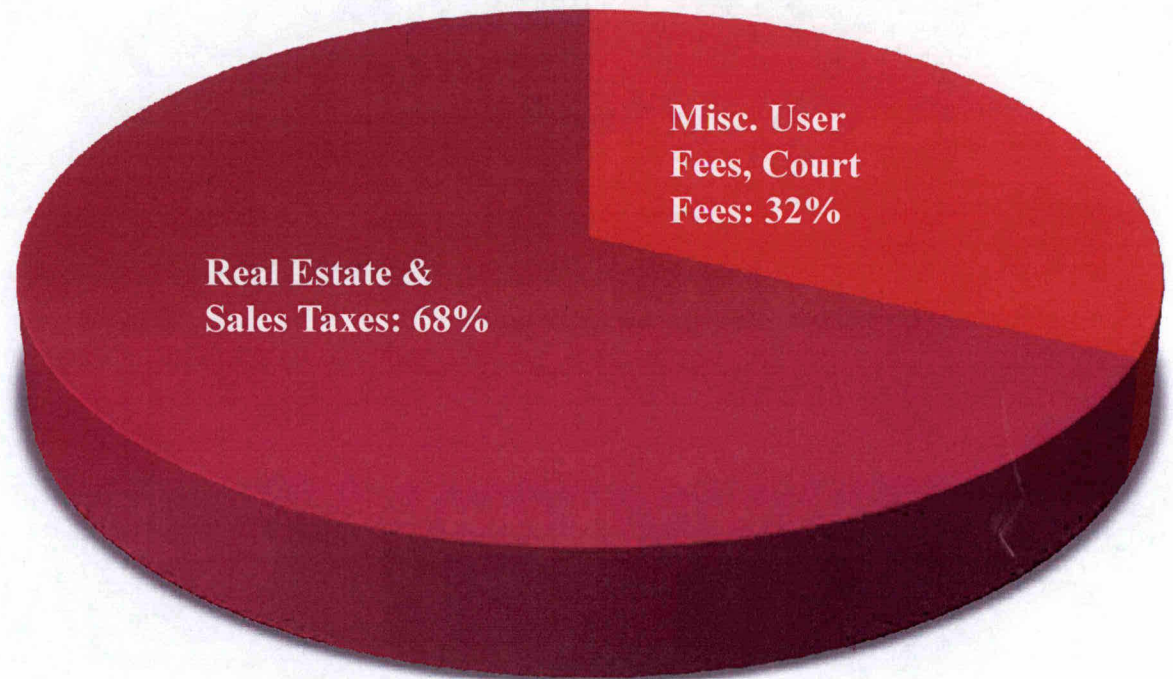
Source: State of Ohio, Tourism Economics, Inc. *Fed: \$72M; State: \$44M; Local: \$30.4M

Local Taxes: County

Warren County's Budget:
\$70.9 Million

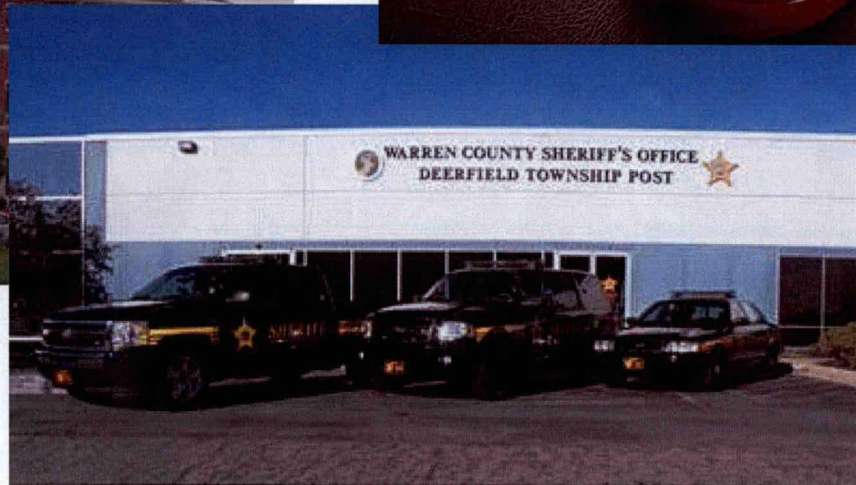
More than 50% of the
revenue comes from
sales tax (\$36.4 million)

60% of **sales tax revenue**
is paid by non-residents, or
about **\$21.8 million**



Source: 2016 Warren County Commissioners Annual Report, pages 1 & 2

Lowering Our Tax Burden



Cities, Towns, Townships

- Those with hotels generate municipal lodging tax
- Many are seeing shrinking overall budgets, but lodging tax is growing



Waynesville...



Lowering Our Tax Burden

Municipality	Percentage of all Rooms in County	Collected In 2016	Collected Between 2010-2016	Increase Since 2009
Deerfield Twp.	39.7%	\$1,034,888	\$6,206,959	40.90%
Mason	25.0%	\$879,652	\$5,694,903	21.60%
Middletown	14.1%	\$311,287	\$1,630,092	74.20%
Springboro	6.8%	\$104,441	\$628,145	47.70%
Franklin	5.6%	\$82,460	\$400,347	205.20%
Lebanon	4.8%	\$36,531	\$229,971	31.70%
Monroe	3.7%	\$46,485	\$231,719	76.70%
Waynesville	0.50%	\$5,322	\$33,468	22.70%
Total or Average:	100%	\$2,501,066	\$15,055,604	(Ave) 39.4%

Source: WC Lodging Tax Collections; Ohio Department of Taxation; **includes** collections of \$2418 to Union Twp

Lowering Our Tax Burden



Lowering Our Tax Burden

Kevin Faulconer, Mayor of San Diego, California:

“When tourists come into our town, enjoying themselves, spending dollars, that's **helping us to pave roads**, helping us to **hire more police officers**, keep our **libraries** and **recreational centers** open.

That nexus between a healthy tourism industry and healthy neighborhoods is critically important.”

Source: KUSA-TV, San Diego, California, February 2015

Lowering Our Tax Burden

Do you want your property taxes to increase? Limit visitor spending:

8 Reasons Your Property Taxes Are So D*mn High

#4: Little or no tourism – Hawaii has the lowest property taxes, and New Jersey property taxes are eight times higher than Hawaii. Why? Because Hawaii collects so much from visitors in the form of lodging taxes and other tourism taxes. Nevada has low property taxes as well due to tourists and visitor spending.”

Source: *Money Magazine*, April 20, 2015

Assists Econ. Development

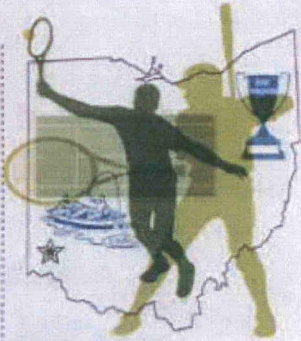
A great place to

visit

is a great place to

live & work

Source: Longwoods International travel research firm, et al



MASON, OHIO

POPULATION 31,761
 MEDIAN INCOME \$63,437
 MEDIAN HOME PRICE \$188,250
 HOUSEHOLDS WITH CHILDREN 46%
 GREATSCHOOLS RATING 10

Spotting tennis stars during the annual Western & Southern Open is one of the fun aspects of living in Mason for Bhanu Mathur, 49, husband Sunil, 49, and kids Arjun, 19, and Meera, 17. And while Bhanu and Sunil, both database administrators, still marvel at the accessibility of entertainment options such as Great Wolf Lodge and Kings Island amusement park, their favorite recreation site is the Lindner Family Tennis Center, where Arjun and Meera have taken lessons and volunteered as ball kids for the Open.

Originally from India, Bhanu and Sunil settled in Mason in 1993. Since then, they've witnessed Mason's transformation from a sleepy rural suburb into a thriving small city thanks to an influx of multinational companies. "Now it's the place to be," says Bhanu. City parks offer acres of fishing lakes, walking trails, ball fields and playgrounds. Plus, a growing network of bike paths connects neighborhoods to schools, parks and downtown. Mason's school district consistently ranks among the top 5% in Ohio. The high school is the largest in the state, with 3,500 kids. "But it's impressive how teachers and administrators make sure that kids don't get lost," says Bhanu. **GOOD DEEDS** in April, the Kiwanis Club of Mason recruited more than 600 residents to volunteer for Community Service Day.

Assists Econ. Development

Family Circle Magazine — August, 2015

“Best Towns for Families: Mason, Ohio”

Mentions tourist attractions such as:

- Western & Southern Open
- Great Wolf Lodge
- Kings Island

< Not generated by WCCVB PR efforts

Assists Econ. Development



BRUCE CRIPPEN | COURIER

Kevin Scott, left, of Bunnell Hill Construction Co., looks over plans for a FedEx Ground... more

- Makes Warren County more attractive to companies.
- Assists the efforts of the County economic development office and others in our communities

Assists Econ. Development

Johnna Reeder of REDI Cincinnati said:

“Tourism and development are tied at the hip. We want to win over the family; you never know what the reaction will be, and what makes an executive choose a community.”

Source: WCPO-TV, Cincinnati, August 2015

How WCCVB Drives Tourism

Areas of focus for the WCCVB to promote visitor spending / tourism:

1. Leisure travel — 71% of all travel is for leisure
2. Sports travel — fastest growing sector in tourism

Sources: 1. U.S. Travel Association; 2. National Association of Sports Commissions

WC's Ad Agency

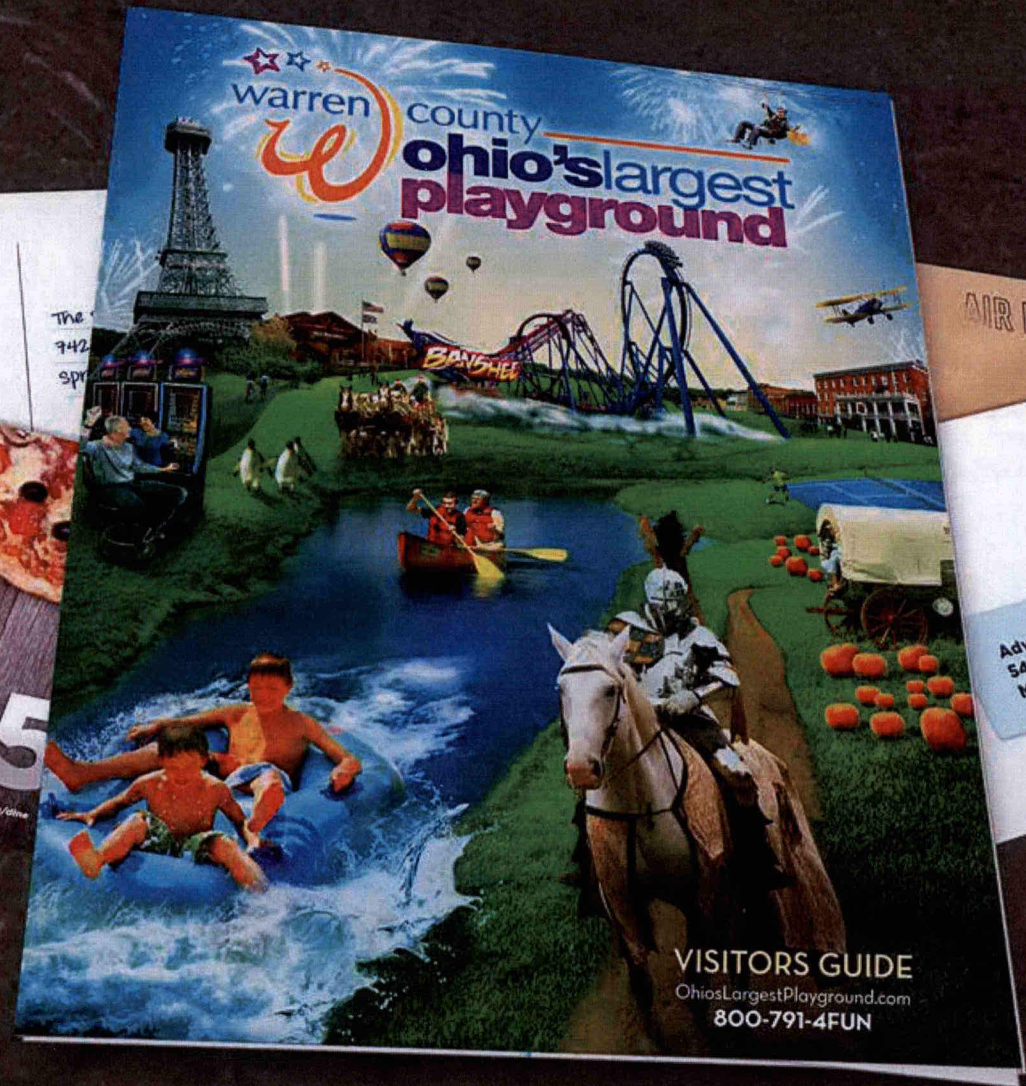


Hey guys -
we're having a blast
in Warren County!
There's so much to do!
Wish you were here!

The
742
spr

Save \$5

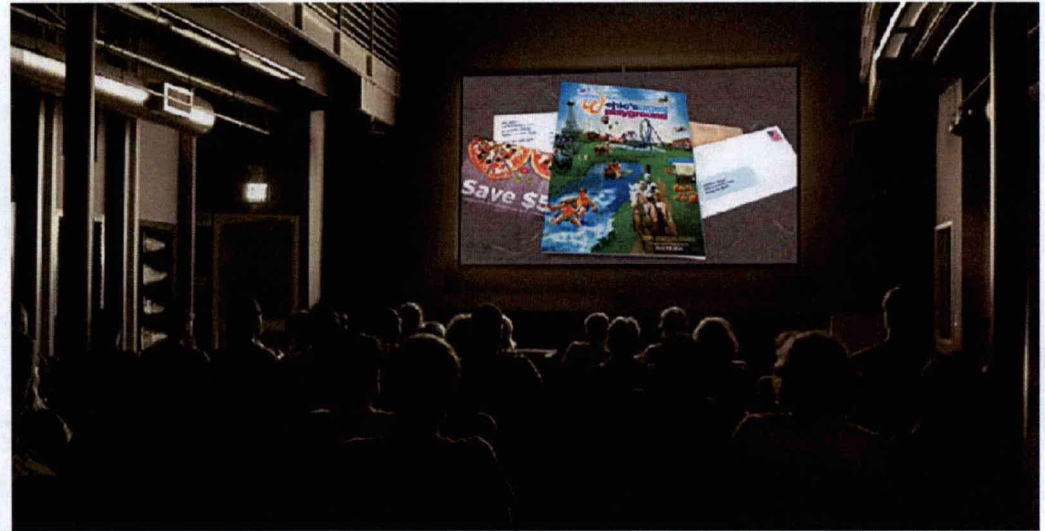
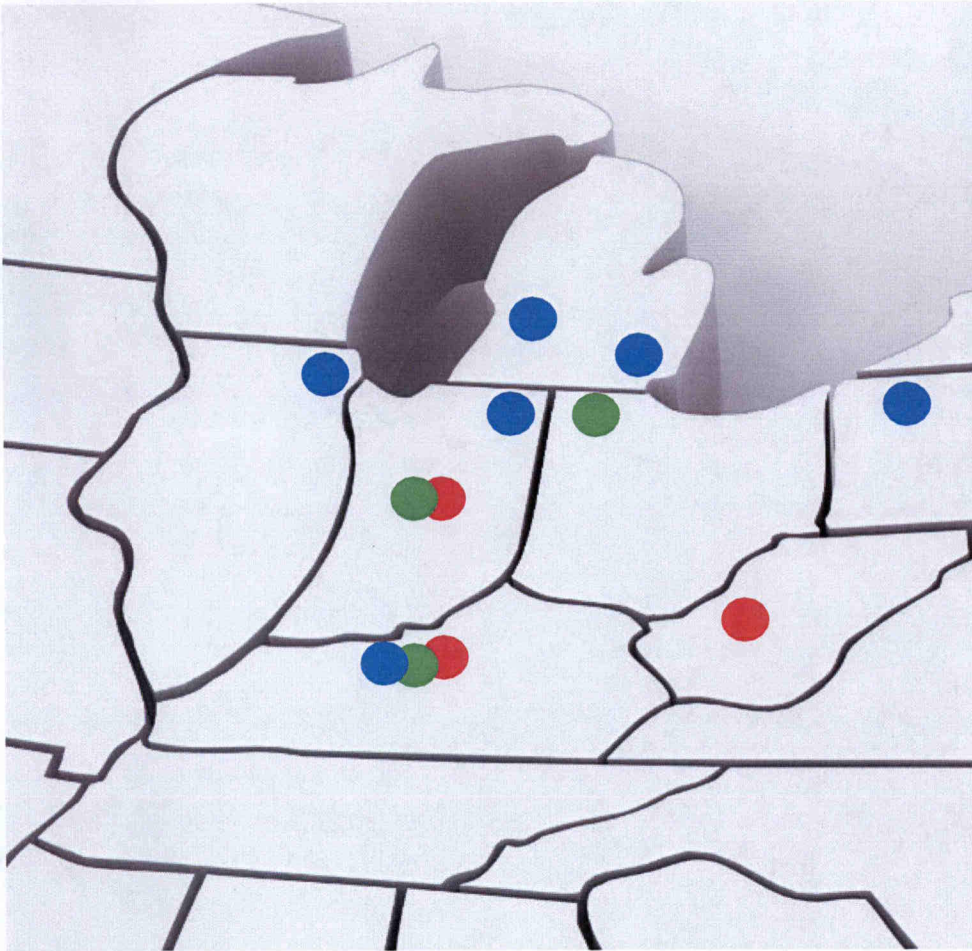
listing of all the great restaurants in Warren County, Ohio, visit OhiosLargestPlayground.com/dine



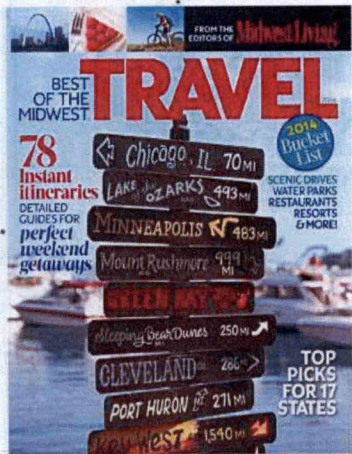
The cover of the 'Warren County Ohio's Largest Playground' visitors guide features a vibrant collage of recreational activities. At the top, the logo includes three stars and the text 'warren county' in a stylized font, followed by 'ohio's largest playground' in large, bold letters. The central image depicts a roller coaster named 'BANSHEE', a replica of the Eiffel Tower, hot air balloons, a biplane, a horse rider, a person on a bicycle, a person on a boat, and people tubing down a river. The bottom right corner contains the text: 'VISITORS GUIDE', 'OhiosLargestPlayground.com', and '800-791-4FUN'.

AIR MAIL

Adventure Seeker
5412 Courseview Drive
Mason, OH 45040

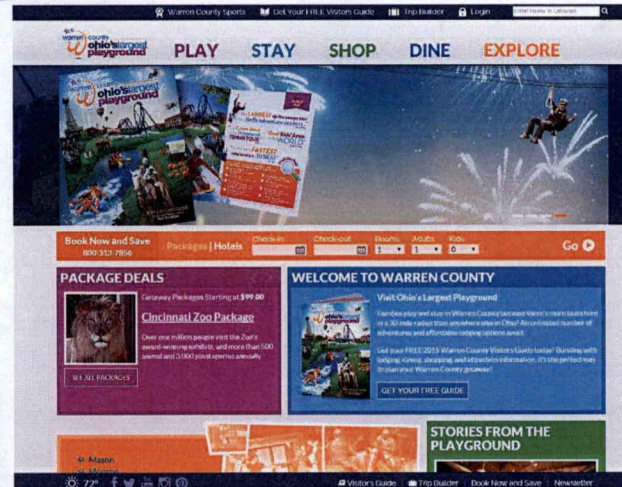


- TV
- Radio
- Cinema

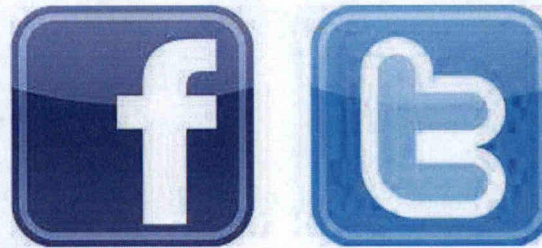


Print Ads

PR



Website



Social Media

E-News



2015 Leisure Marketing Efforts / Results:

<i>Gross Impressions against likely visitors to WC:</i>	Advertising:	31.9 million
	PR:	7.92 million

<i>*YOY Website Traffic in Target Cities:</i>	Radio:	+6,664%
	TV / Cinema spot:	+282%

Misc. Metrics

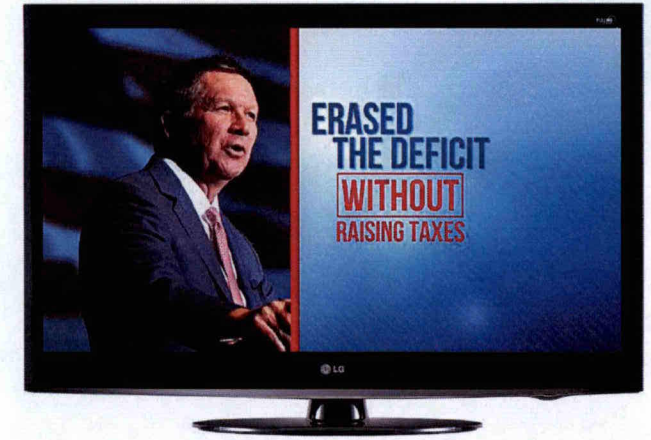
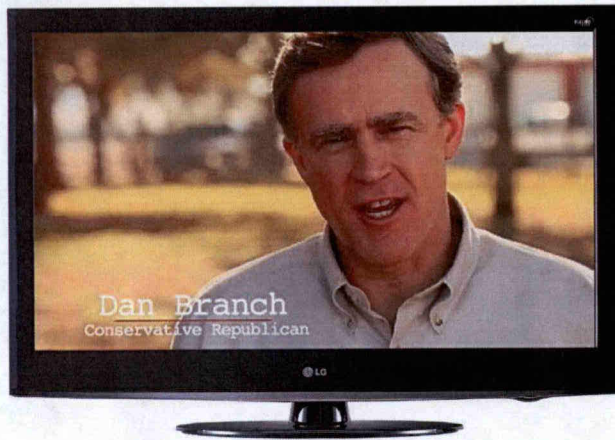
<i>Database (scrubbed monthly):</i>	E-News:	47,000+
<i>Social Media:</i>	Facebook:	17,500+
	Twitter:	3,000+

*Largest monthly increases – Detroit(tvc), Toledo(r), Grand Rapids, Erie, Ft. Wayne, Louisville, Chicago, etc.



Advertising

- Tells your story
- Differentiates you from your competition





Procter & Gamble

\$4.6 Billion

Competition Doesn't Sleep

Where is Lake County, Illinois? ▾

Home | Partners | Contact Us | International Visitors

800-Lake-Now

Select Language ▾

▾ Things to Do ▾ Plan Your Trip ▾ Meeting & Event Planning ▾ Blog

NEXT WEEKEND
let the ride take you...
to Goliath at Six Flags Great America

Welcome to Lake County, Illinois Share This

Perfectly located just North of Chicago on beautiful Lake Michigan!

Next weekend find a family adventure through out Lake County at the numerous events, KeyLime Cove Indoor Waterpark Resort, Lake County Forest Preserves or try one of our fantastic dining options. From 30,000 acres of outdoor beauty, to Broadway musicals, art galleries, exciting night life, and unique shopping at Gurnee Mills, Westfield Hawthorn and in Antioch and Long Grove Historic Village, Visit Lake County wants to help you have a family vacation to remember.

HERSHEY The Sweetest Place On Earth.

Looking for:

HERSHEYPARK
Now Open

EXPERIENCE HERSHEY, PA

THINGS TO DO | PLAN A TRIP | SPECIALS | ABOUT HERSHEY

About Hershey Entertainment & Resorts | Town Built on Chocolate

Plan
Start planning your visit to Hershey now! Customize your itinerary by selecting your visitor type, date and length of visit.

Who will be visiting Hershey?

FAMILY COUPLE FRIENDS

Hersheypark is Open Daily
Discover your family's Hersheypark Happy this summer at Hersheypark! Play a game, enjoy a meal, and ride the day away for one low price with our Ride, Dine & Play Pack.

Kids Stay, Play and Eat Free Package
A package the whole family can be happy about! Kids under 17 get FREE breakfast and Hersheypark admission, available select dates through early September. View package details.

Reservations
The Hotel Hershey ▾

Check In Check Out

Room Phone Code

Adult 18+	Youth 5-17	Child 3-4	Infant 0-3
Rm 1 <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Sporting Events

- Direct sales process
- Fastest growing tourism sector
- Local businesses report increases of 24% - 50% during events
- Expertise: WC Sports named **National Sports Tourism Organization of the Year**



More to come on all of that, but let's hear from someone else first....

ISNER USA 6 | 7 | 5
7 DEL POTRO ARG 7 | 6 | 3
ESPN SEMIFINAL



NCAAF AP TOP 25 Alabama (58 of 60 1st)

2. Ohio State 3. Oregon 4. ESPN

LIVE



Why We're Here

Points:

2. WC Sports Tourism: Successful, but bottlenecks hinder growth

Research

- WCCVB has investigated all avenues for tourism growth (our mission)
- This project:
 - ❖ Identified by CVB board at a Nov. 2009 retreat as No. 1 growth opportunity
 - ❖ Highest ROI for county, cities and municipalities
 - ❖ Utilizes greatest strengths of CVB and community



Location

- Union Village at Otterbein
- Along SR 741
- South of Greentree Road
- North of SR 63
- Across from Armco Park



What / Why Sports Tourism?

- Travel that involves participating or watching a sporting event
- Globally: \$600 billion industry
 - ❖ includes World Cup, World Series, Super Bowl
- US – Spending by parents for participation by kids 10-14:
 - ❖ 2016: \$10.47 billion
 - ❖ 2010: \$6.0 billion

Source: National Association of Sports Commissions

What / Why Sports Tourism?

- 28.47 million sports visitors (11% growth over 2015)
- 35 million kids between 5 & 18 play sports
- Spending on youth sports has increased to 10.5% of gross income (\$50,000 income = \$5,000+ in sports travel spending)

Sources: CNBC¹ and *New York Times*²

What / Why Sports Tourism?

- Millennials & affluent (\$125k+) travel more for sports than leisure

- Versus Leisure Travelers, Sports Travelers:

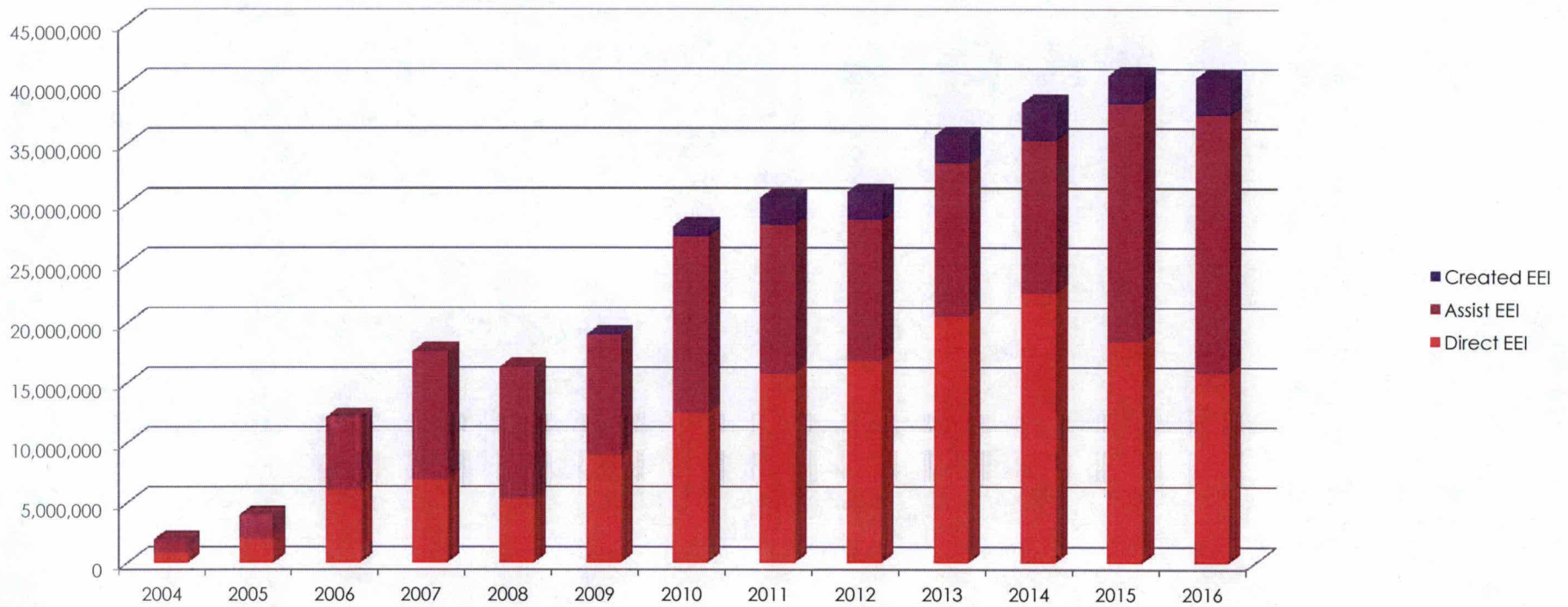
	<u>Sports Travelers</u>	<u>Leisure Travelers</u>
Spend more when traveling:	\$7,200	\$4,000
Expect a spending increase next year of:	+27%	+2%
Travel with children more:	51%	36%
Are more likely to visit somewhere new:	90%	78%
Travel more in March, April & May:	63%	50%

- 58% will return to the destination on a leisure trip

Source: 2015 Study by MMGY Global

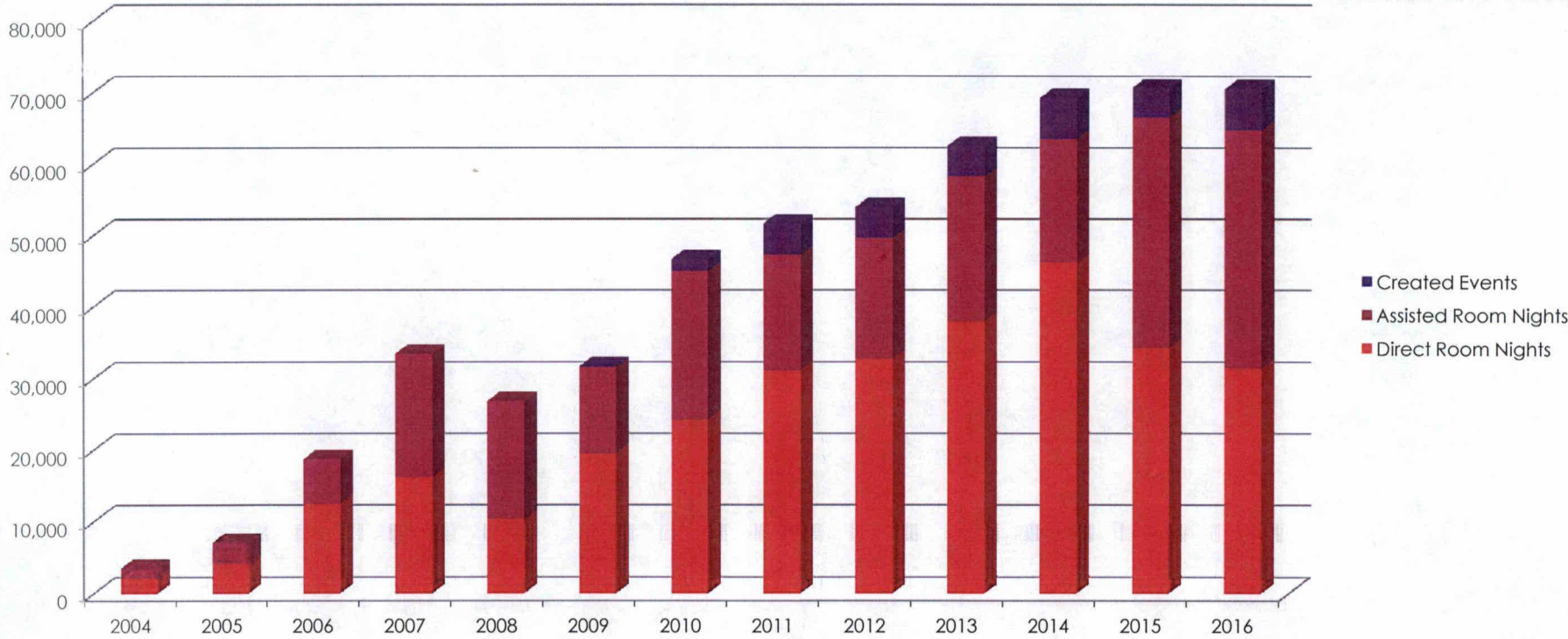
WC Sports Economic Impact

Actuals 2004-2016



WC Sports Room Nights

Actuals 2004-2016



WC Sports in 2016

Events.....	90
Attendees.....	*173,126
Room Nights.....	70,500
Est Economic Impact.....	\$40,540,000

**Sports attendees increase County's temporary population by about 85%;
a lot of extra customers for WC businesses*



Extra Customers

“Sports have been great for our business. They give out coupons to our business and we see those coupons being used at our business – they account for an **increase of +45% in our summer sales**. This has been very beneficial for us during the summer months. These are the times most families are grilling out and going on vacation.”

— Denise Smith, Owner, Comets Pizza (Mason)

Source: Emailed dated May 2, 2017

WC Sports Since 2004

Events.....	722
Different Sports.....	43
National Championships.....	71
Attendees.....	1,377,671
Room Nights.....	553,912
Est Economic Impact.....	\$316,000,000

Three Event Types

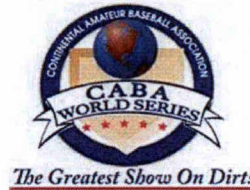
Direct Sale: We sell them on coming to Warren County

Assisted: They're coming and we assist them (promote local businesses)

Created: We create it, own and operate it

Event Types: Direct Sale ('16)

38 Events • 31,399 room nights • 55,891 attendees • \$15.9M Est. Economic Impact



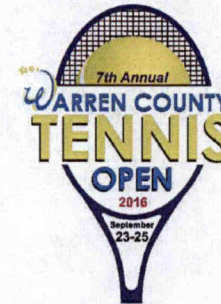
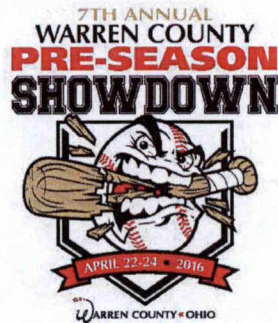
Event Types: Assisted ('16)

47 Events • 33,421 room nights • 107,609 Attendees • \$21.5M Est. Economic Impact



Event Types: Created ('16)

5 Events • 5,680 room nights • 9,626 attendees • \$3.1M Est. Economic Impact



Growth of One Baseball Event

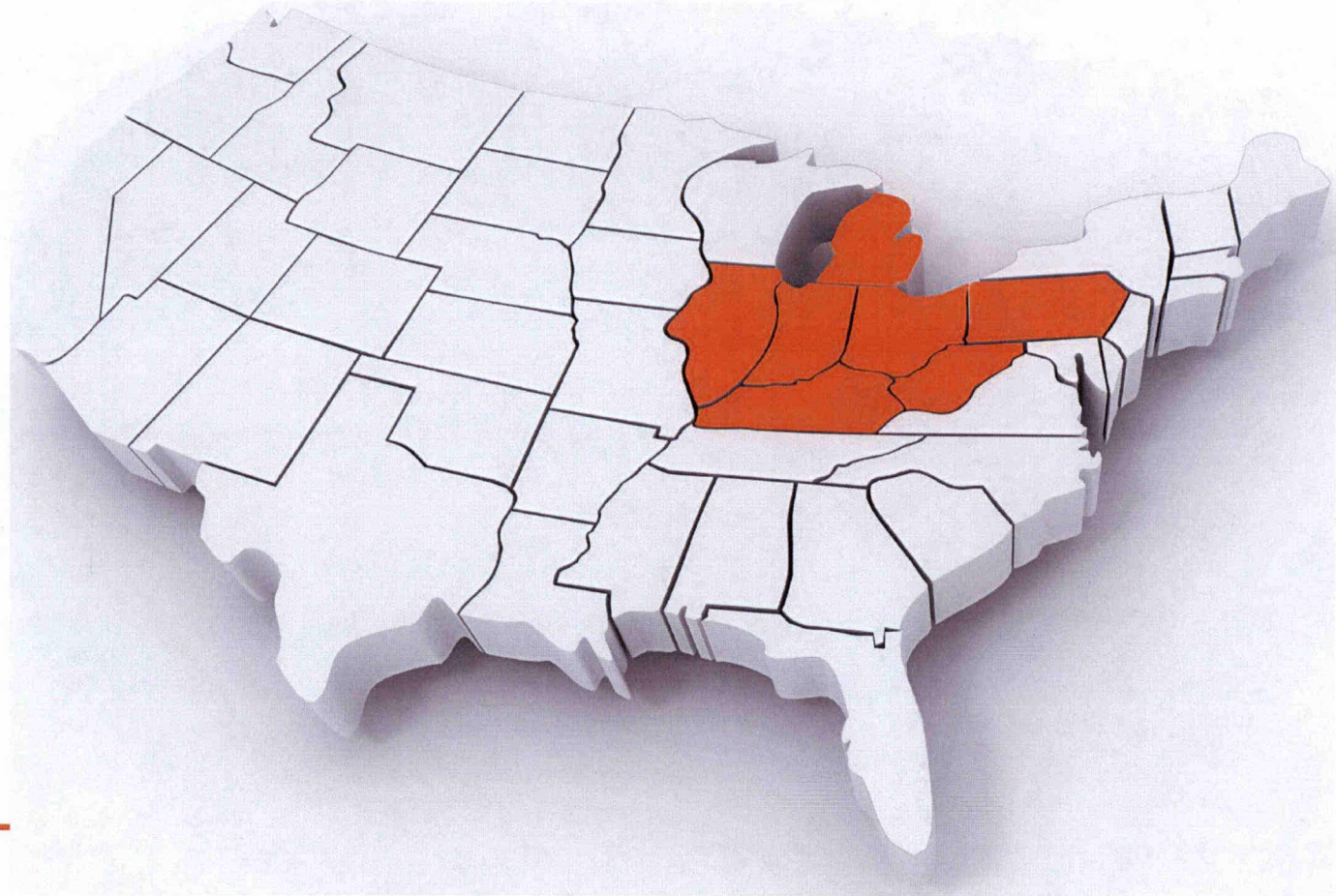
2010

53 Teams

7 States

Econ. Impact:

\$865,000



Growth of One Baseball Event

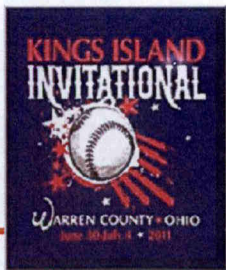
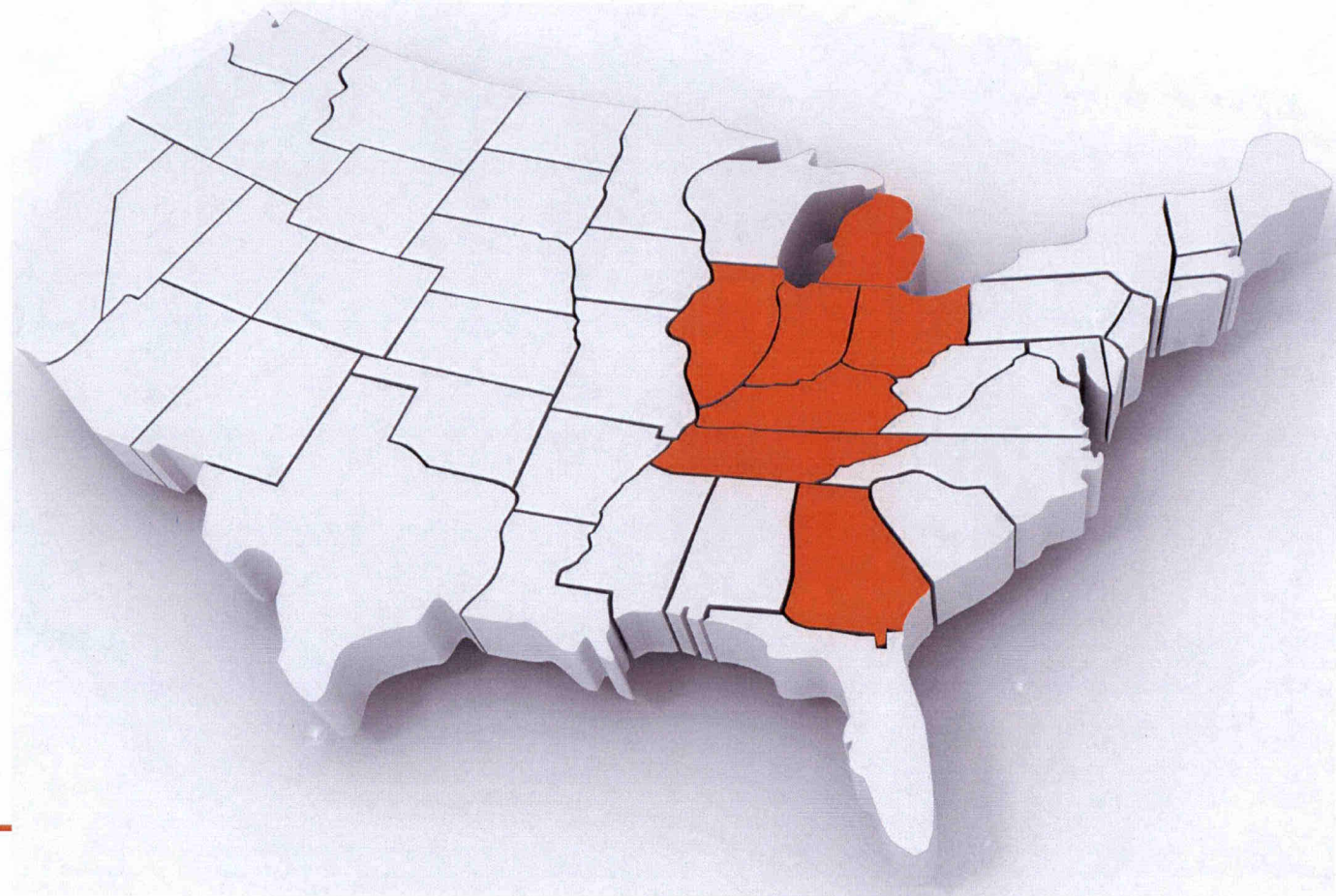
2011

76 Teams

7 States

Econ. Impact:

\$1,900,000



Growth of One Baseball Event

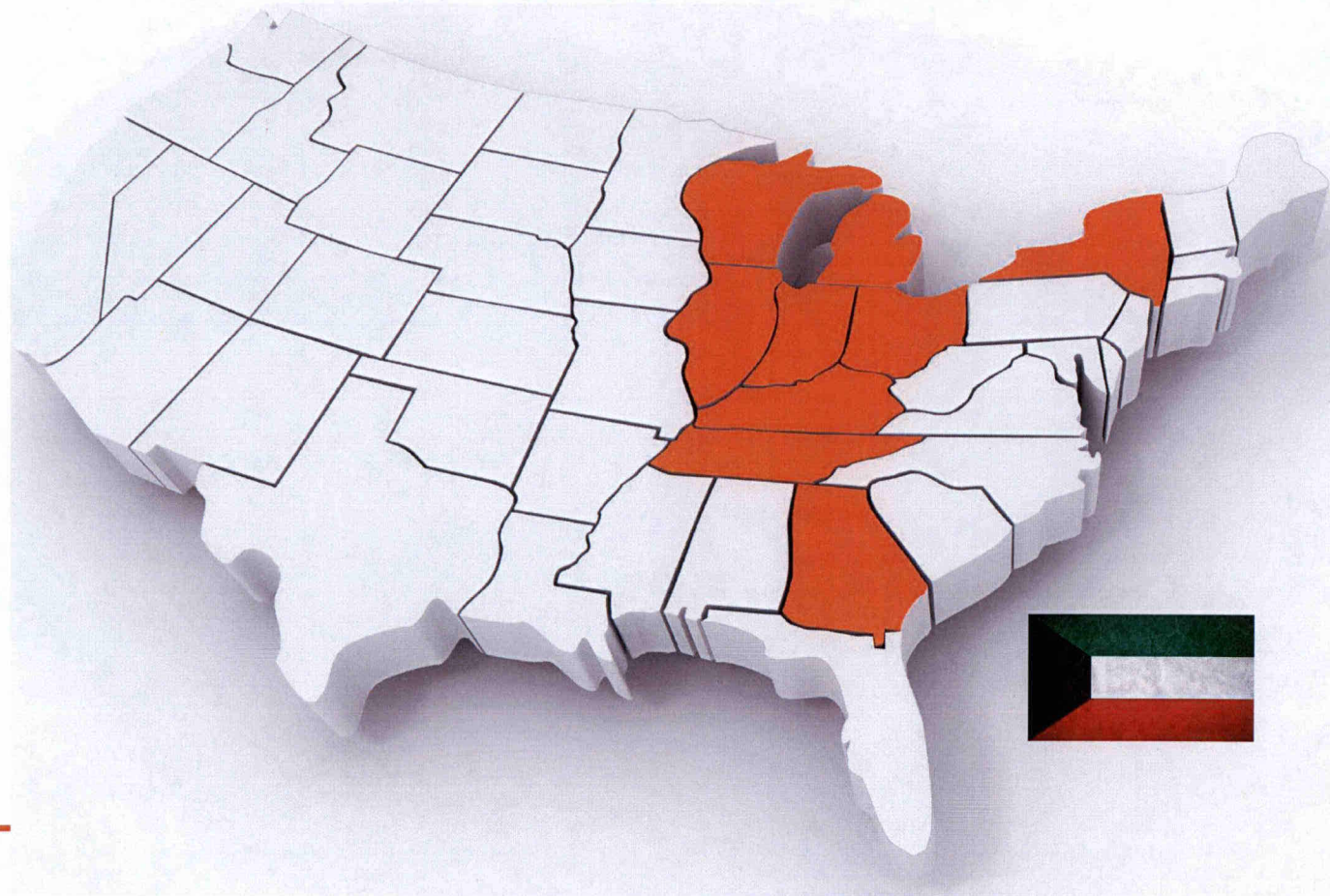
2012

167 Teams

9 States & Kuwait

Econ. Impact:

\$2,100,000



Growth of One Baseball Event

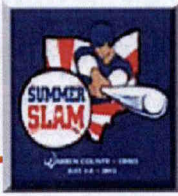
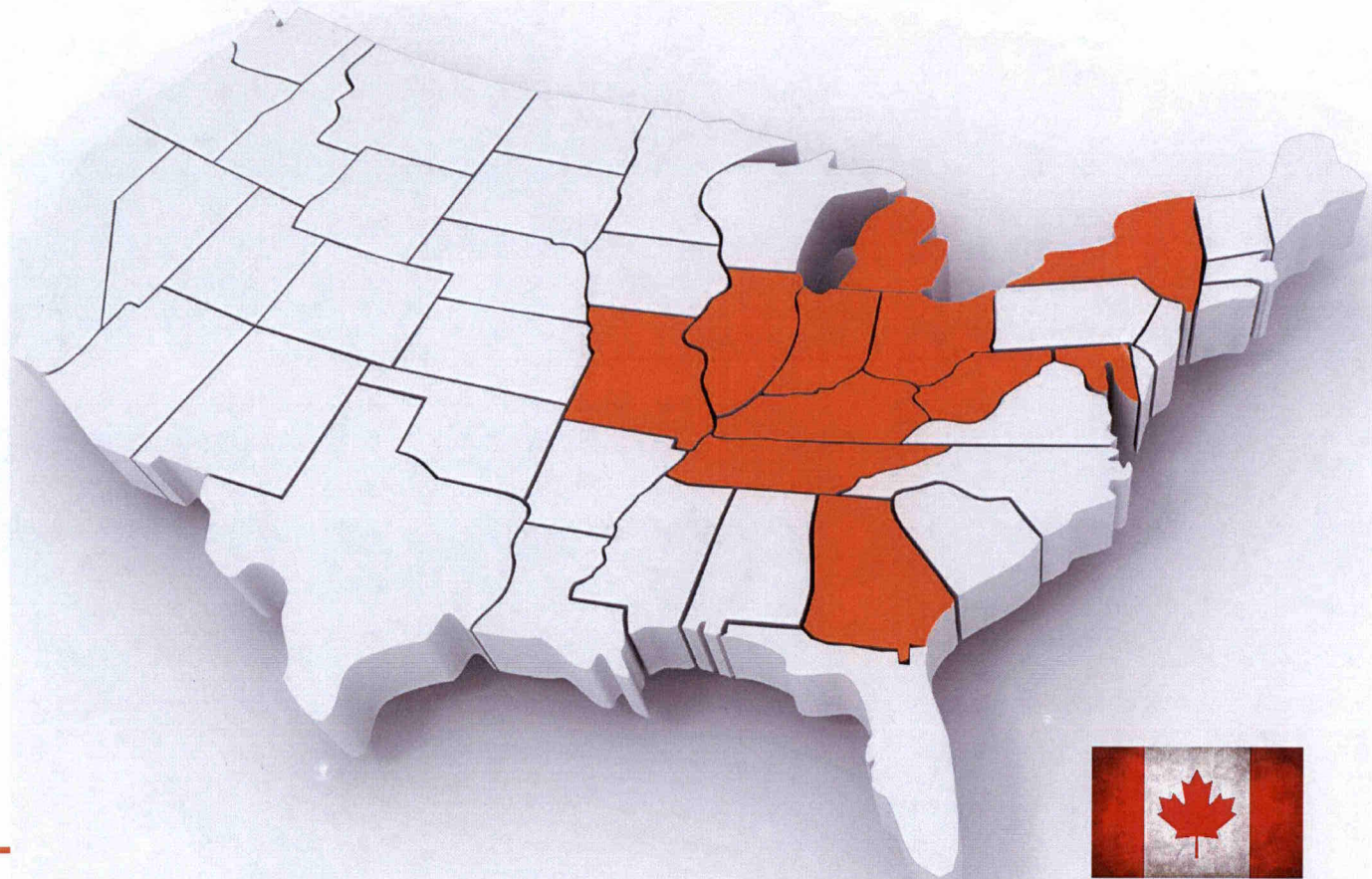
2013

227 Teams

11 States & Canada

Econ. Impact:

\$2,300,000



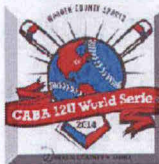
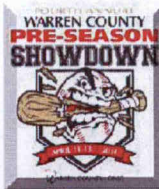
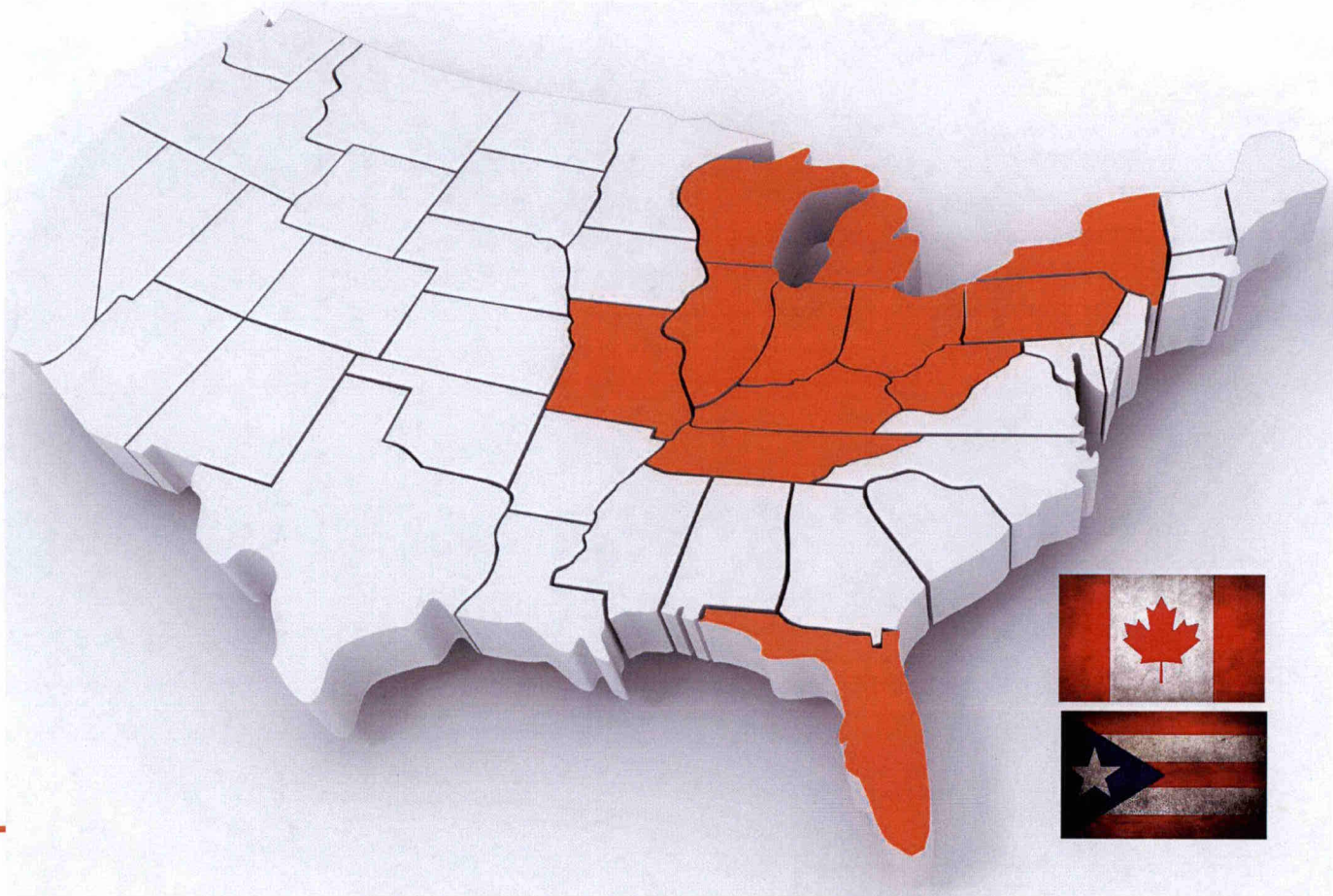
Growth of One Baseball Event

2014

214 Teams

**12 States, Canada &
Puerto Rico**

**Econ. Impact:
\$3,100,000**



Growth of One Baseball Event

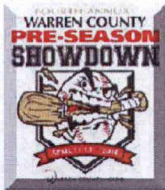
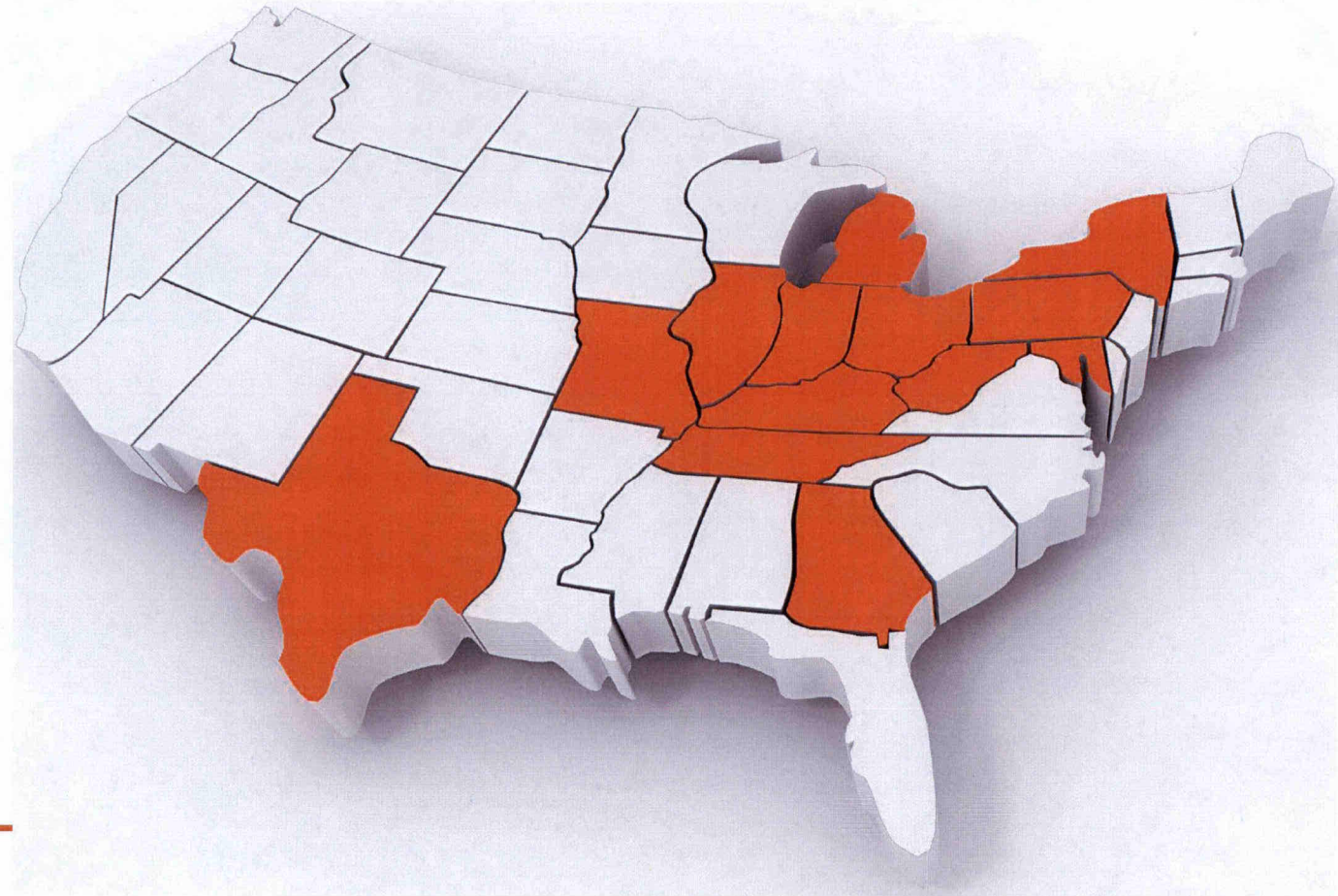
2015

202 Teams

13 States

Econ. Impact:

\$2,200,000



Growth of One Baseball Event

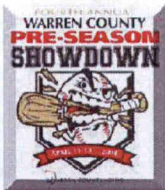
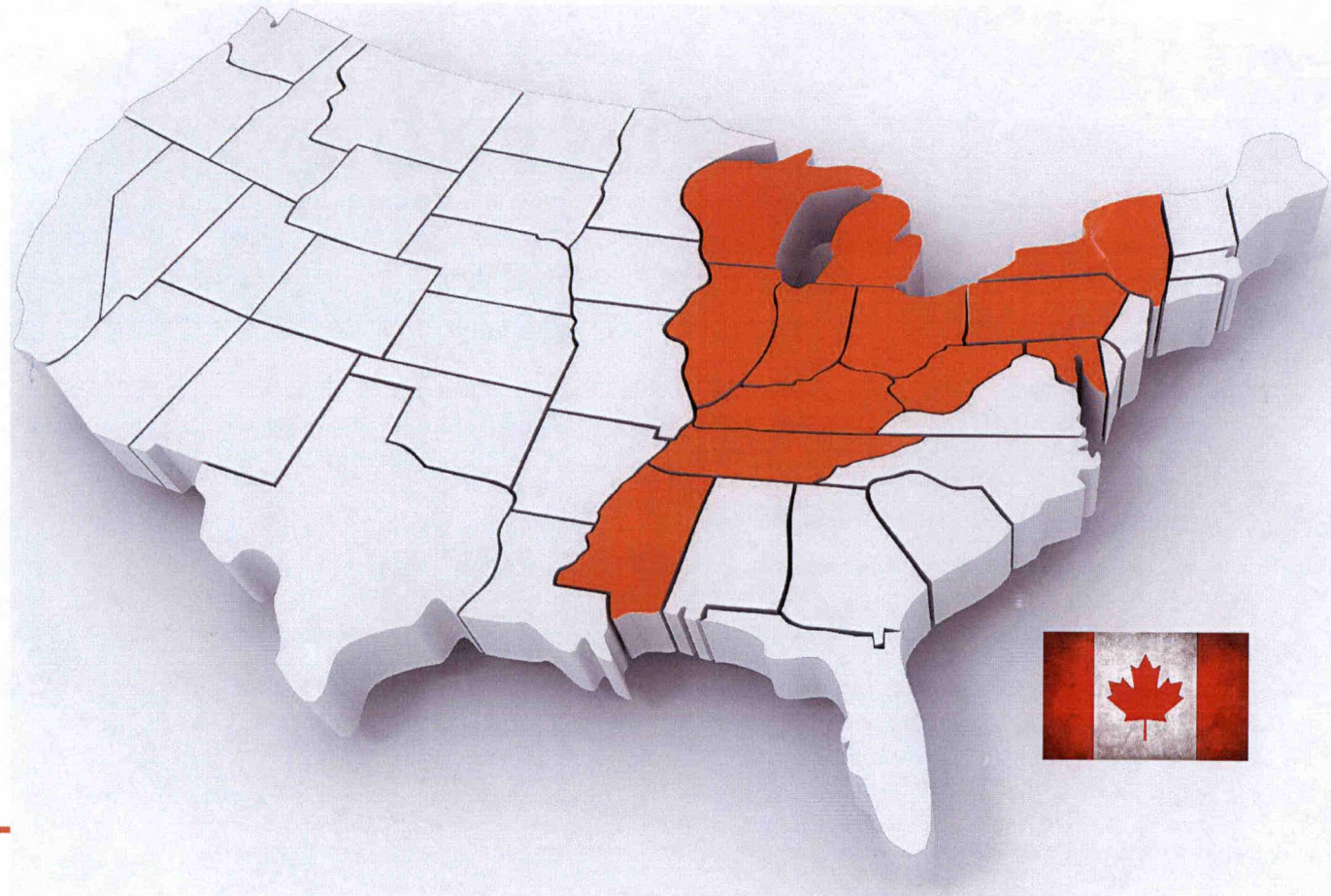
2016

354 Teams

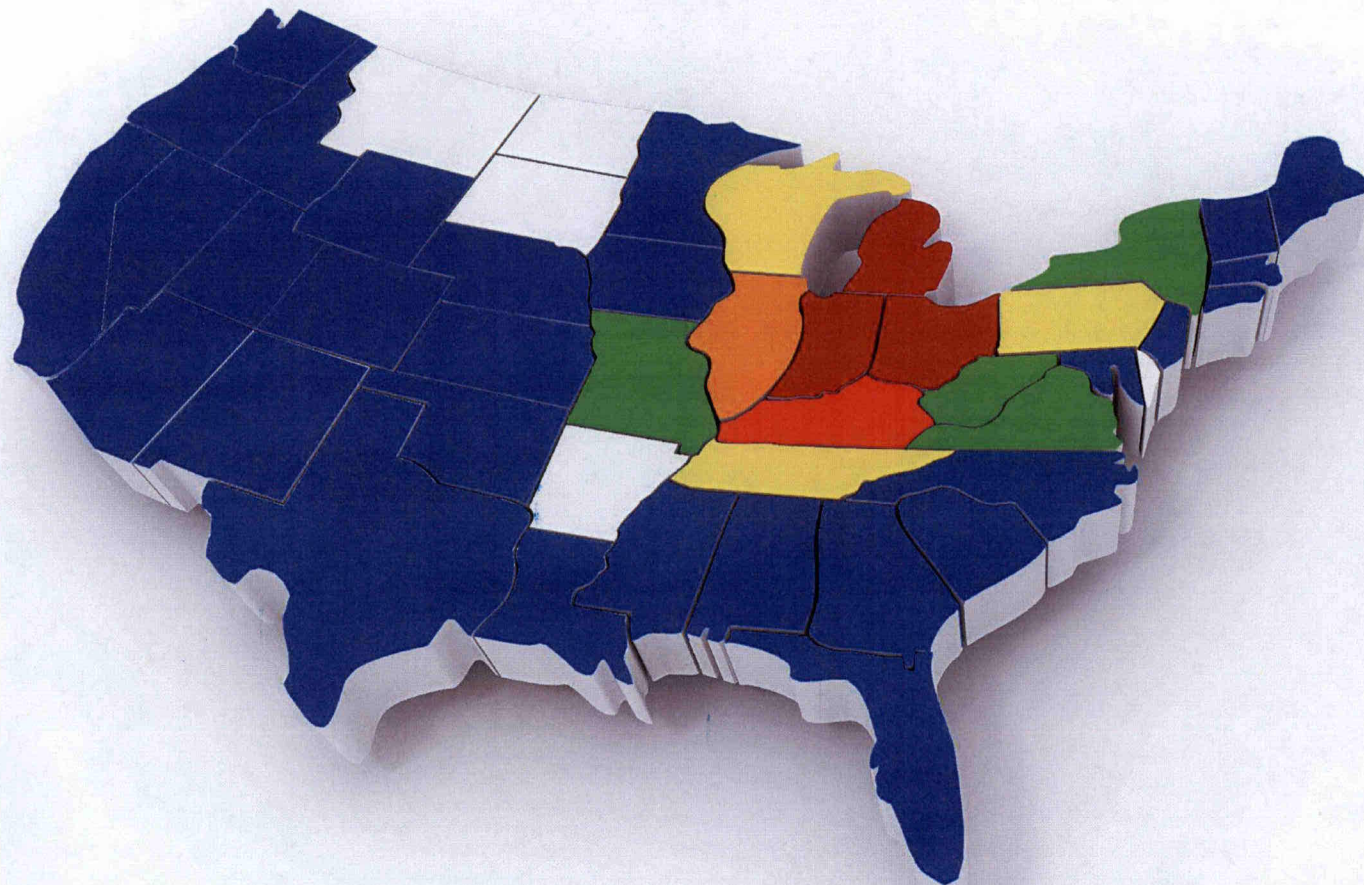
12 States & Canada

Econ. Impact:

\$3,750,000



Overall 2016 Attendance: 43 States



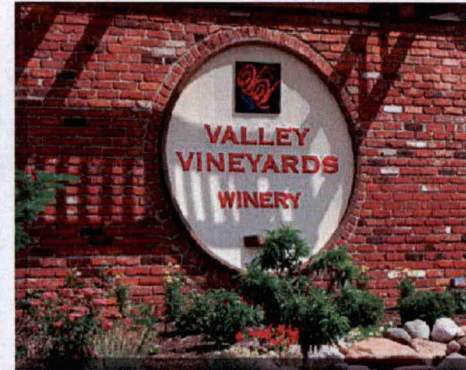
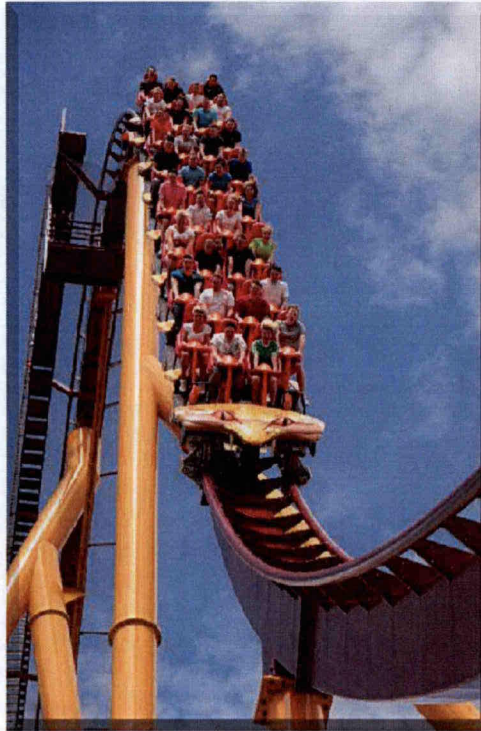
- 10%+
- 8.0-10.0%
- 5.0-7.9%
- 2.0-4.9%
- 1.0-1.9%
- 0.1-0.9%

2016: 19 Foreign Countries



And while those visitors are here...

- Attractions
- Retail shops
- Restaurants
- Events
- Hotels, B&Bs





Now: Borrowing Venues

[6]



[10]



[5]



[2]



[18]



[3]



[Events in 2016]

Now: Borrowing Venues

- If there's a community park, we've investigated it
- Residents / clubs get parks first; we borrow/rent facilities when:
 - ❖ they're not being used by anyone else
 - ❖ we have permission to do so
- An empty park does not mean we can use it

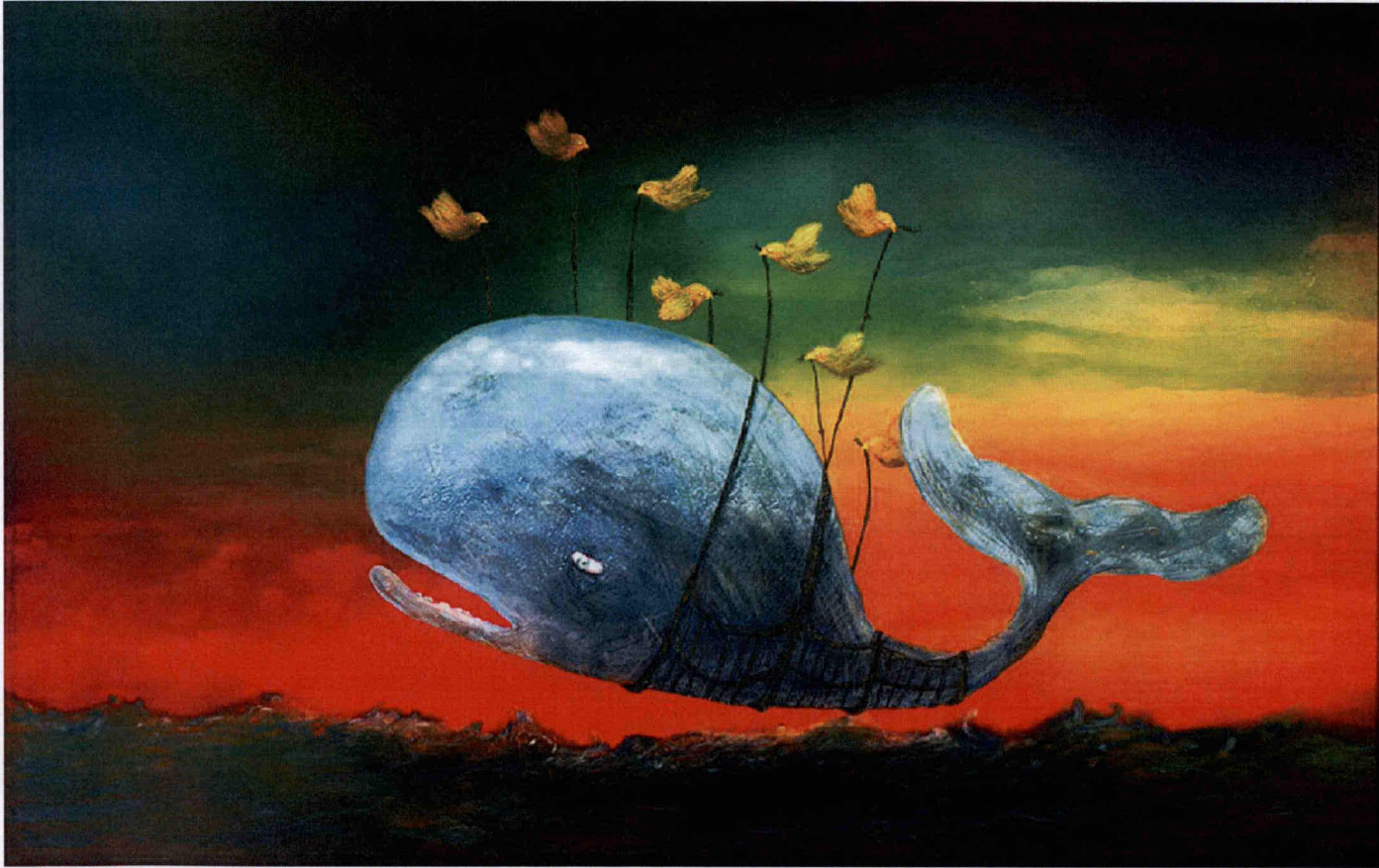
We're Over Capacity



We're Over Capacity



We're Over Capacity



Result: Turning Away Visitors

Due to lack of facilities, Warren County is turning away visitors & dollars.

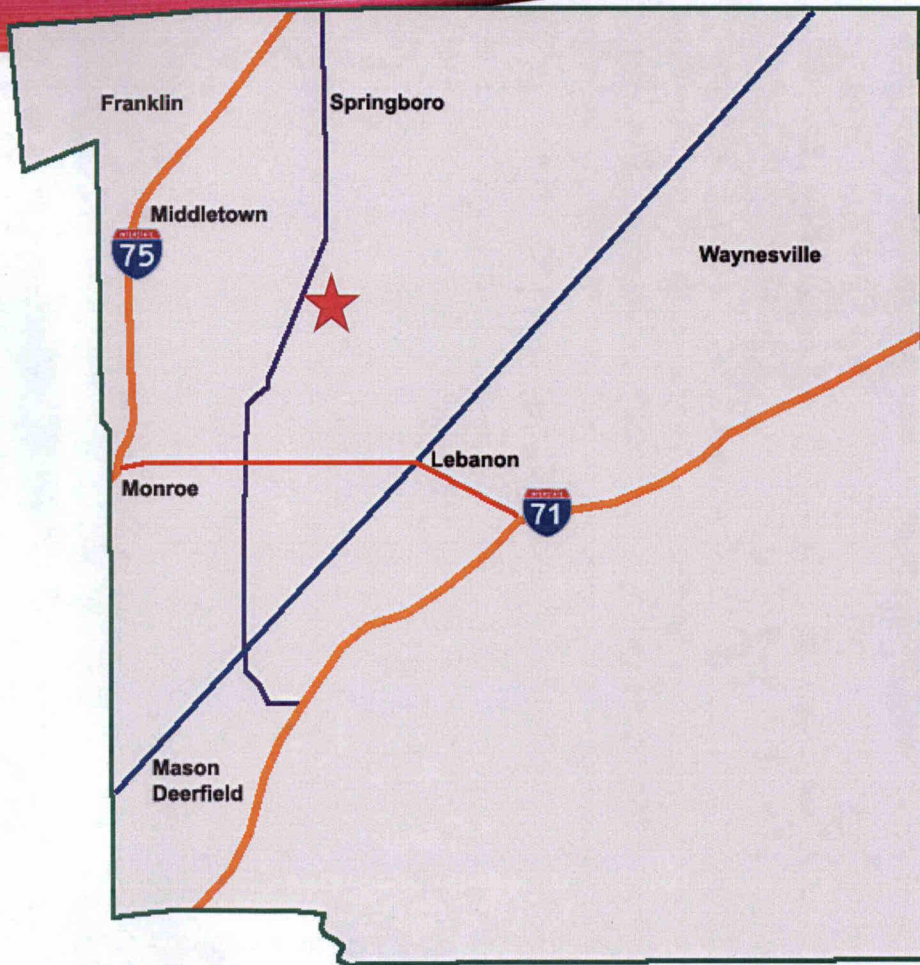
- Direct Sale: Annually turn down 10+ Events
 - ❖ \$17.3+ Million in Economic Impact
 - ❖ 31,000+ Hotel Room Nights
- Created: Existing events can't expand (selling out earlier each year)
- Assisted: Existing events can't expand (Cincinnati United Elite runs a \$1.6 million econ. impact event in April and recently turned away 60 teams)

Breaking Bottlenecks

This project will allow Warren County to:

- Break a **Geographical** Bottleneck
- Break a **Facility** Bottleneck
- Break a **Calendar** Bottleneck





Geographically Ideal

Research: Parents want to be 8-10 miles from hotel to site. This site is:

From I-75: 5 miles

From I-71: 8 miles

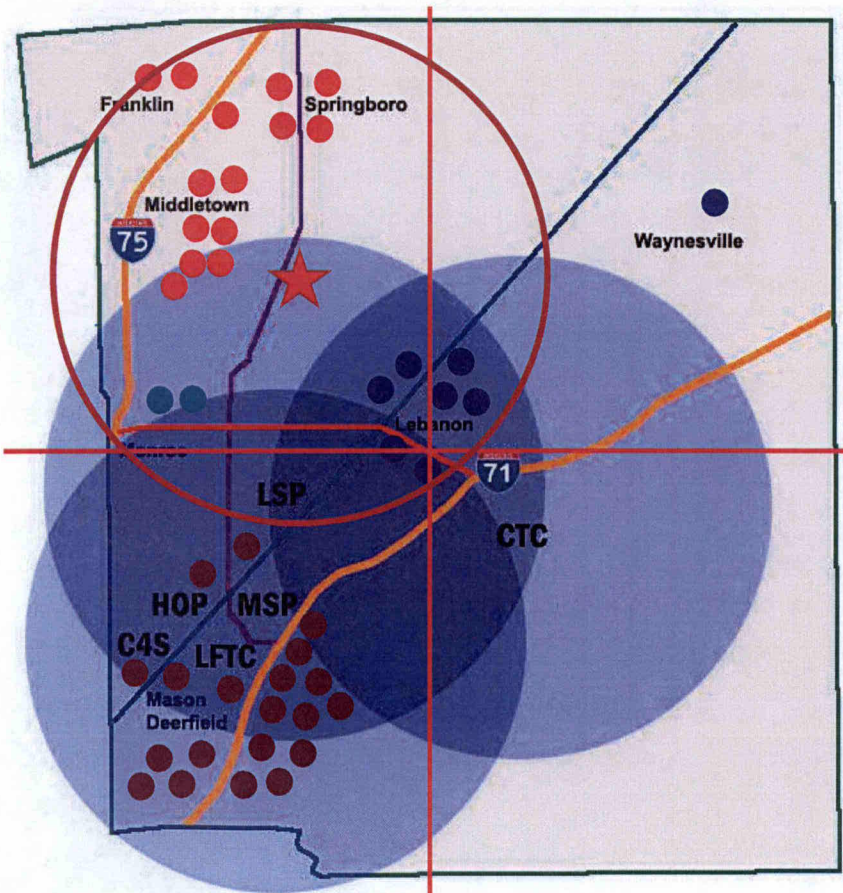
To Lebanon: 5 miles

To Middletown: 7 miles

To Mason/Deerfield: 8 miles

To Springboro: 8 miles

To Franklin: 8 miles



Geographical Bottleneck

- Circles= 8-mile radius around most-used WC Sports venue locations
- Dots = Hotel locations

Now: 30% of hotels outside any radius

With new facility: 98% of hotels will be within 8 miles of a facility

Result: Spreading Benefits

Facility Bottleneck

New Annual:

Events.....	46
Room Nights.....	82,100
Visitors.....	696,300



Source: Crossroads Consulting

Calendar Bottleneck

Hosting most current events in June & July

The new facility will allow more events outside of June & July

Average hotel occupancy in Warren County:

June & July.....	71%
*March-May, August-November.....	54%

*Many local existing facilities are unavailable in these months

Source: STR (Smith Travel Research)



Financing

- Facility will be self-sustaining (verified by an independent financial firm)
 - ❖ No funding from County general fund
 - ❖ WCCVB is not a department of County Government so debt would be unassignable to the County

- Revenue: field rental, concessions, sponsorship
- Expenses: personnel, insurance, utilities, repairs, etc.

- Revenue will meet Expenses
- Debt Service: 1% lodging tax increase

Why We're Here

Points:

3. 1% lodging tax increase to fund sports complex
 - a) Will drive growth
 - b) Is legal and ubiquitous
 - c) Voluntary consumption tax, not a tax on local residents
 - d) Has broad support

New Economic Impact

Total Economic Impact.....	\$54,302,000
Jobs.....	730
Wages.....	\$18,885,000

Source: Crossroads Consulting



ANNUAL Incremental Tax Generation

Project will attract visitor spending, which will add revenue to the general funds of our cities & towns, our County and our State:

General Funds, Warren County Cities & Towns.....	+\$207,760
General Fund, Warren County	+\$280,000
General Fund, State of Ohio.....	+\$1,613,000
Total.....	+\$2,100,760

Source: Crossroads Consulting

New Econ Impact & Jobs

- Studied other sports venues
- **Jobs go where money flows**
- Formula: Actual behavior in other markets; spending levels adjusted to our market (IMPlan)

<u>Category</u>	<u>Direct Spending</u>	<u>Total Spending</u>	<u>Total Jobs</u>	<u>Total Earnings</u>
Food/Beverage	\$14,165,000	\$19,885,000	330	\$6,696,000
Hotel	\$6,524,000	\$9,828,000	100	\$2,970,000
Retail	\$5,839,000	\$8,455,000	110	\$3,704,000
Transportation	\$5,166,000	\$7,424,000	60	\$2,759,000
Entertainment (KI, Beach, Etc.)	\$4,919,000	\$7,565,000	120	\$2,381,000
Business Services	\$444,000	\$656,000	10	\$258,000
Utilities	\$330,000	\$423,000	0	\$82,000
Insurance	\$93,000	\$126,000	0	\$35,000
Total Spending	\$37,480,000	\$54,302,000	730	\$18,885,000

Source: Crossroads Consulting

New Econ Impact & Jobs

These jobs:

- Are throughout the community, not all at sports complex
- They will not appear overnight; they'll evolve over time

Source: Crossroads Consulting

Case Study: Growth Evolving Over Time



Elizabethtown,
Kentucky, Sports
Complex:

- 1 hour from
Louisville
- 2 hours from
Lexington

Case Study: Growth Evolving Over Time

Janna Clark, Elizabethtown (KY) CVB as quoted in *Delaware News Journal*¹:

“Communities that built sports parks have seen (eventual) development. **It’s happening to us now**. We’re now seeing development we really didn’t anticipate for **five to 10 years**. We have a **new hotel** going in, and six more out-lots in the market right now. A large **sporting goods retailer** has opened right next to a large **Hobby Lobby**. In the parking lot now sits a **Buffalo Wild Wings**.”

Update on April 27, 2017²:

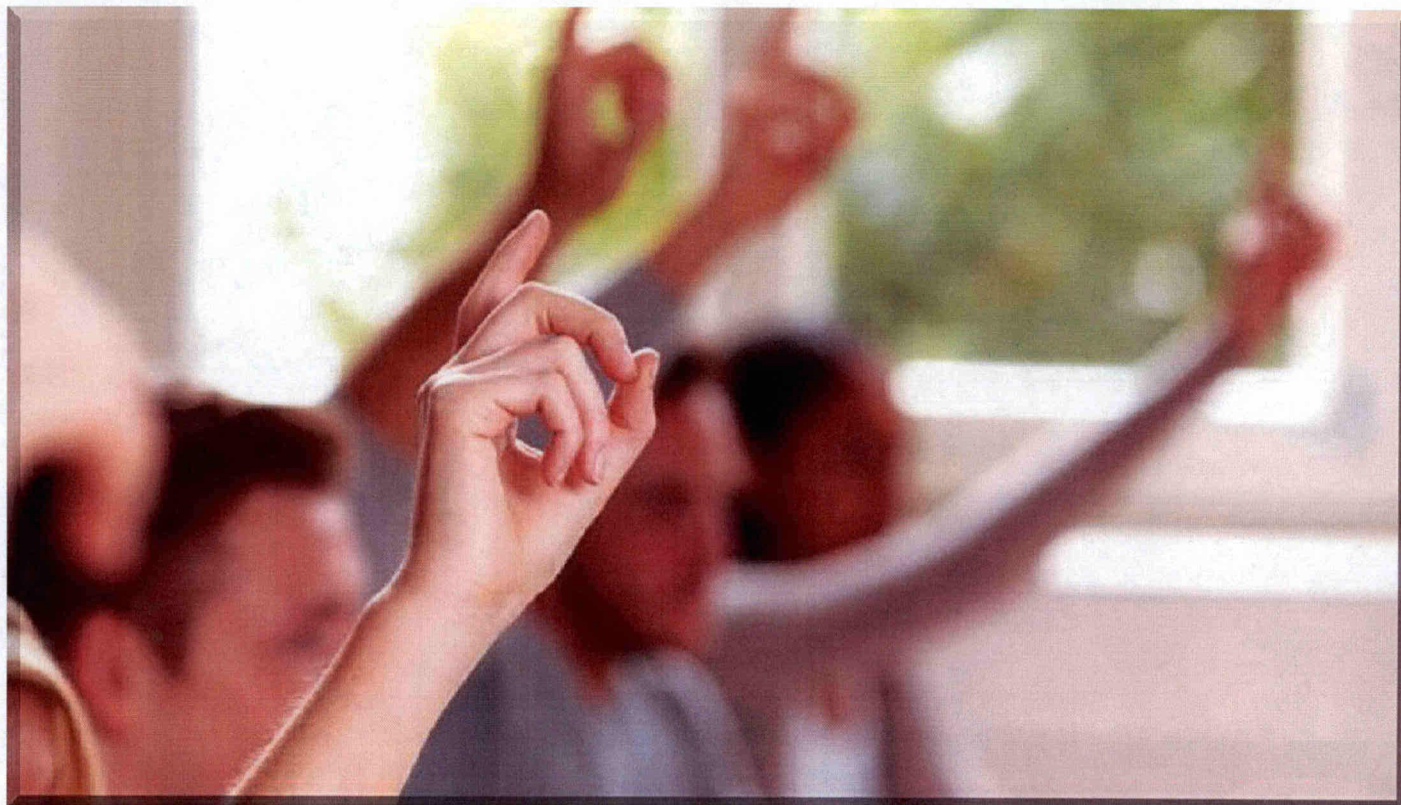
“When we opened, rooms for less than \$100 per night were plentiful. Now, there is no such thing. Now, finding \$120 per night is next to impossible.”

Source: *Delaware News Journal*, July 11, 2015¹ Email dated April 27, 2017²

1% Increase Is Legal

1. Passed the Ohio House on April 22, 2015
2. Passed the Ohio Senate on June 18, 2015
3. Signed into Law by the Governor on June 30, 2015
 - ❖ ORC Section 5739.09 (8) (a)
4. Is the 14th increase granted to a County in Ohio history
 - ❖ 88 counties in 35 years
5. Is the lowest increase in Ohio history

We've been
asked some
questions...



Why a Law Just for Warren County?

- It's required by the Ohio Legislature.
- Baseline is 3%, any increase must be reviewed on a case-by-case basis.
- It is not a departure from the norm.
- And the WC increase been discussed for years.

	<u>Year</u>	<u>County</u>	<u>Seat</u>	<u>Enabled</u>	<u>Purpose</u>	<u>Method</u>
1	1985	Lucas	Toledo	3.0%	Convention Facility	HB 560
2	1988	Franklin	Columbus	4.0%	Convention Facility	HB 772
3	1988	Guernsey	Cambridge	3.0%	Convention Facility	HB 772
4	1988	Muskingum	Zanesville	4.0%	Convention Facility	HB 772
5	1992	Cuyahoga	Cleveland	1.5%	Rock & Roll Hall of Fame	SB 359
6	1993	Fairfield	Lancaster	1.5%	Educational Cultural Facility	HB 207
7	1993	Summit	Akron	1.5%	Inventors Museum	HB 207
	1997	Lucas	Toledo	2.0%	County CVB Funding	HB 215
8	2002	Ashtabula	Jefferson	3.0%	Convention Facility	HB 518
9	2002	Hamilton	Cincinnati	3.5%	Convention Facility	HB 518
10	2003	Trumbull	Warren	2.0%	Military-Use Facility	HB 95
11	2005	Ross	Chillicothe	1.5%	Ross County CVB Funding	HB 66
	2006	Lucas	Toledo	2.0%	New arena	HB 66
12	2013	Mercer	Celina	2.0%	Maintain Lake Saint Marys	HB 59
13	2014	Allen	Lima	3.0%	Convention Facility	HB 483
14	2015	Warren	Lebanon	1.0%	WC Sports Complex	HB 64

As of May 1, 2015; Sources: Ohio Revised Code; Ohio Department of Taxation; Individual Counties

Why No Referendum?

1. Because There Is No Precedent or Legal Requirement for a Referendum

Every previous increase was passed by simple majority agreement of commissioners – not a referendum.

We followed precedent & requirement.

Referendums *are* required for increases related to Convention Facility Authorities¹ (CFA) – CFAs and CVBs are different

Source: ¹Ohio Revised Code Section 351.01

Why No Referendum?

2. Because It Is Not Funded By Local Residents

This project is not funded by Warren County residents, unlike:

- Grand Park (City of Westfield, IN) – built with city **general funds**
- Elizabethtown Park (KY) – built with a new local **restaurant** sales tax
- VOA Park (Butler County, OH) – built with a new county-wide park **levy**

Since visitors will pay lodging tax, this is not a conflict of “representative taxation.”

Sources: *New York Times* (Sept. 6, 2011), *Indianapolis Star* (Aug. 20, 2014), MetroParks of Butler County

Why No Referendum?

3. Because There Will Be a Daily Referendum

This is a voluntary consumption tax, not a compulsory tax.

No one is forced to pay it. It's a choice to pay it.

People will vote when they consume a Warren County hotel – and they have multiple options (more on that to come)

Why No Referendum?

4. Because Those Most Effected Have Already Weighed In

Hoteliers are most effected

They were asked first to approve it

They favor it overwhelmingly (93%) (more on that to come)

Why No Referendum?

5. Because It Was Discussed and Dismissed During the Legislative Process

During that process, a Northern Ohio Senator unilaterally added referendum language to our amendment without notice, or discussion with anyone.

Another county (Erie) had a nearly identical amendment in the same bill.

This Senator, however, **did not** add identical language to Erie County's amendment – it was only added to Warren County's amendment

Why No Referendum?

5. Because It Was Discussed and Dismissed During the Legislative Process

In discussion, it was determined:

- A referendum didn't legally apply to either county
 - ❖ no CFA in either county
 - ❖ both were following established precedent
- A referendum would be unprecedented
- A referendum wasn't being applied evenly to both counties

Result: It was removed from the Warren County language rather than added to the Erie County language

Why Not Individual Contracts?

“Why not just execute contracts with individual hotels?”

Could Be Collusion / Could Invite Legal Challenge:

- Ohio Legislature (ORC) has jurisdiction over “fees for transient guests”

Reduced Interest from Financial Firms:

- The risk is higher under this scenario, reducing likelihood of securing financing

Potential of Uneven Participation by Hotels:

- Deteriorate into rate negotiation and graduated scales (which would only increase likelihood of legal challenge)

Competition with VOA?

“Why have another sports park now that Butler County has built VOA?”

VOA can't capture all the available sports business (far from it)

Warren & Butler Counties will combine to host events (we already are)



Why Not A Private Company?

“If this is a good idea, a private company will do it.”

WCCVB is a private company

- private non-profit with a public purpose¹
- condition of donated land: can't be used by for-profit entity
- goal is to break even, pay debt, push business out to communities

A different private company:

- won't be content to “break even”
- won't strive to push business to our main streets
- won't have a public mission

Source: ¹Ohio Attorney General Opinion 03-039, et al

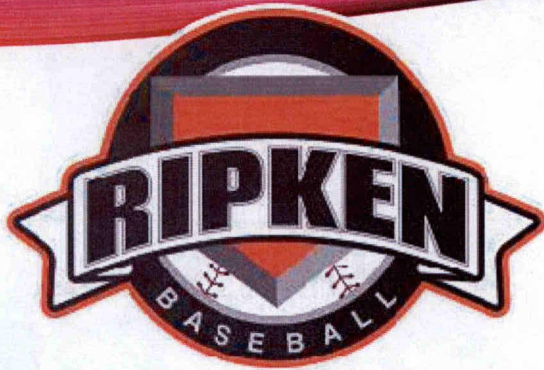


Wide World of Sports Complex Orlando, Florida

Includes:

- “Wide World of Sports Grill”
- “In-Seat Food Delivery”

The screenshot displays the website's navigation bar with links for SPORTS, EVENTS, COMPLEX, and SOCIAL. The main heading is "THE COMPLEX" with a sub-heading "Exceptional Services". Below this is a section titled "Sports Complex Dining Options" with a "Back" link. A descriptive paragraph states: "Grab a bite and catch up on the day's sports highlights on the big screens at the Grill, have meals delivered to your field between games, or stop at any one of the food trucks or concession stands." The page lists three options: "ESPN Wide World of Sports Grill" (a quick-service restaurant with a full bar), "Concessions" (stands and carts with sandwiches and snacks), and "Pre-Order Food Delivery" (advance ordering for quick, easy meals). Each option includes a "PLACE ORDER" button. On the right side, there are sections for "SAMPLE MENUS" and "PRE-ORDER MEALS", both with "PLACE ORDER" buttons. A "View Map" section with a Google Maps interface is also present.

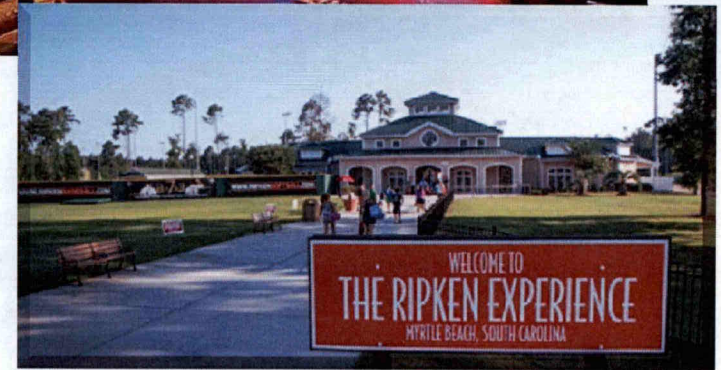


Ripken Experience

Myrtle Beach, South Carolina

Includes:

- “Big League Grill”
- “Shortstop Sub Shop”



Our Dining Options Will Be In...



Waynesville...

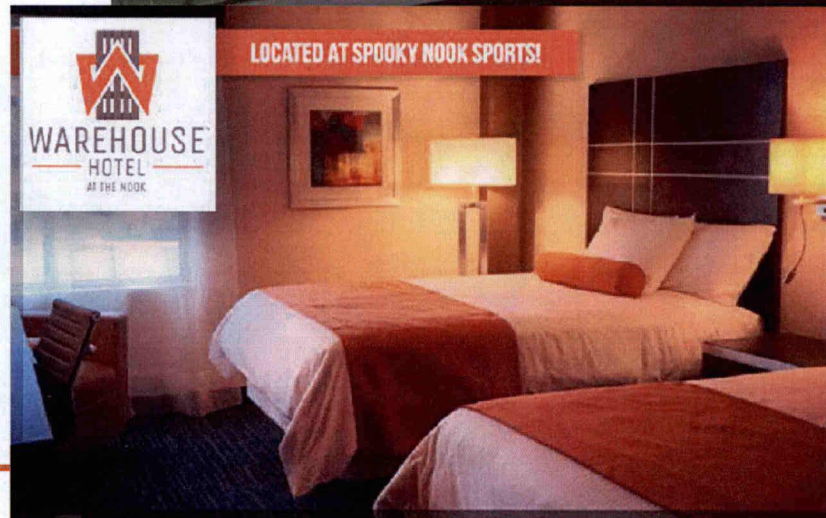
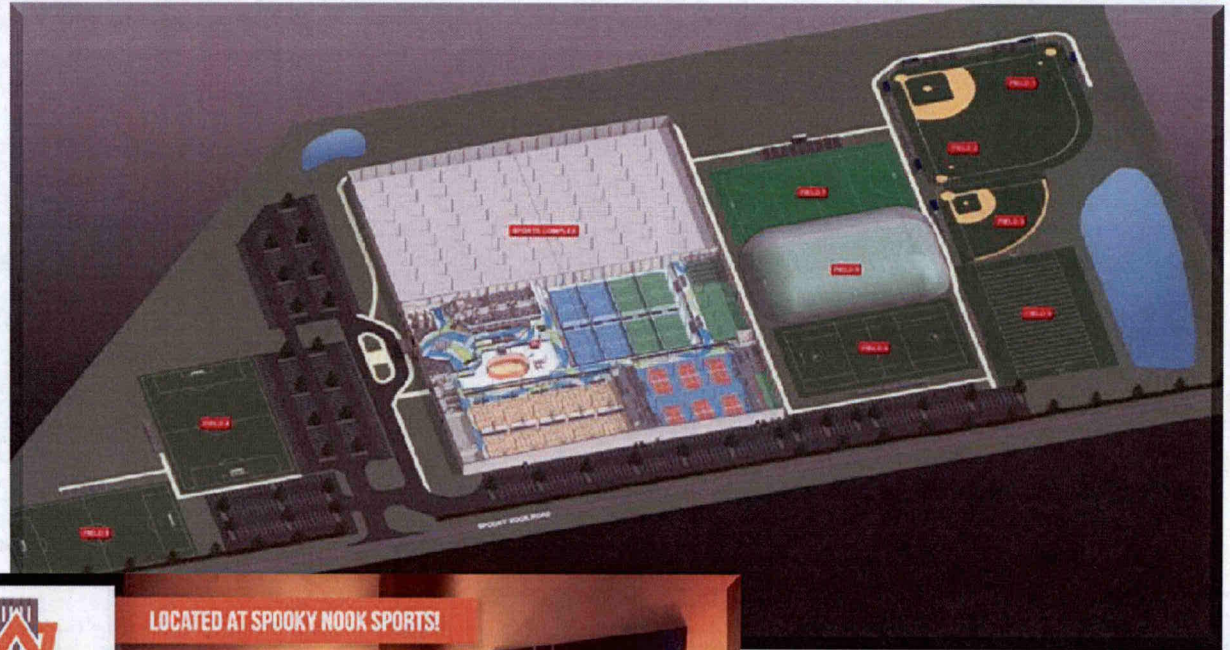


Because WCCVB is a private company with a public purpose...

Spooky Nook Sports Center Manheim, Pennsylvania

Includes:

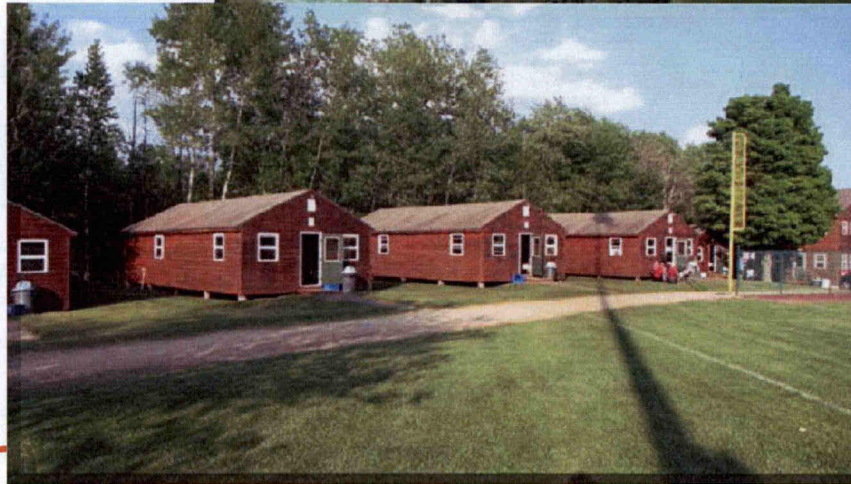
- “Warehouse Hotel”
- lodging on premises



Dan Duquette Sports Academy Hinsdale, Massachusetts

Includes:

- Cabins
- lodging on premises



Our Lodging Options Will Be In...



Waynesville...



Because WCCVB is a private company with a public purpose...

Lightning Round

Question

“Should the Commissioners get into the sports marketing business?”

“Is it the role of government to do this?”

“It’ll only be open a few days a year?”

“Doesn’t Warren County have too many parks?”

“Why will outside construction firms be given priority to build it?”

Answer

They’re not.

Government is not doing it.

10-12 months of operation.

It’s not a Warren County park.

They won’t.

1% Is Not a Local Tax

Not a tax on our residents:

- Small fee on visitors, not residents (lowers our tax burden)

Voluntary consumption tax, not a compulsory tax

- You have to choose to pay it – people vote every time they pay it

Alternatives:

- Pitch a tent
- Drive an RV
- Stay with a friend
- Stay in another county

Hoteliers Supportive, Remain Competitive

<u>County</u>	<u>County</u> <u>Lodging Tax</u>	<u>State</u> <u>Sales Tax</u>	<u>Highest Municipal</u> <u>Tax in County</u>	<u>Total</u>
Hamilton	6.50%	6.75%	4.00%	17.25%
Preble	3.00%	7.25%	6.00%	16.25%
Clark	3.00%	7.25%	6.00%	16.25%
Butler	3.00%	6.50%	6.00%	15.50%
Montgomery	3.00%	7.25%	3.00%	13.25%
Clinton	3.00%	7.25%	3.00%	13.25%
Clermont	3.00%	6.75%	3.00%	12.75%
Greene	3.00%	6.75%	3.00%	12.75%
<u>Warren</u>	3.00%	6.75%	3.00%	<u>12.75%</u>

Source: Ohio Department of Taxation, as of 01 Aug 2016

Hoteliers Supportive, Remain Competitive

<u>County</u>	<u>County</u> <u>Lodging Tax</u>	<u>State</u> <u>Sales Tax</u>	<u>Highest Municipal</u> <u>Tax in County</u>	<u>Total</u>
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Butler	3.00%	6.50%	6.00%	15.50%
<u>Warren</u>	4.00%	6.75%	3.00%	<u>13.75%</u>
Montgomery	3.00%	7.25%	3.00%	13.25%
Clinton	3.00%	7.25%	3.00%	13.25%
Clermont	3.00%	6.75%	3.00%	12.75%
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Source: Ohio Department of Taxation, as of 01 Aug 2016

More Support

- Warren County Hoteliers (93% in support / not opposed¹; 6% opposed²)
 - ¹ Goal was 65%; Percentage of support was even higher in 2011– five* supportive hotels have closed since, including WC's 3rd largest hotel
 - ² Non-supportive hotels will still benefit from compression
- Warren County Chamber Alliance (highest priority)
- Area Progress Council
- **Ohio Hotel & Lodging Association**
- **Ohio Association of CVBs**
- Duke Energy
- Other businesses: retail, restaurants, etc.
- Outside Rights Holders, National Governing Bodies (NGBs)

*Kings Island Resort, Reyton Inn, Budget Inn Lebanon, EconoLodge Deerfield, Collies Franklin

Support from Rights Holders

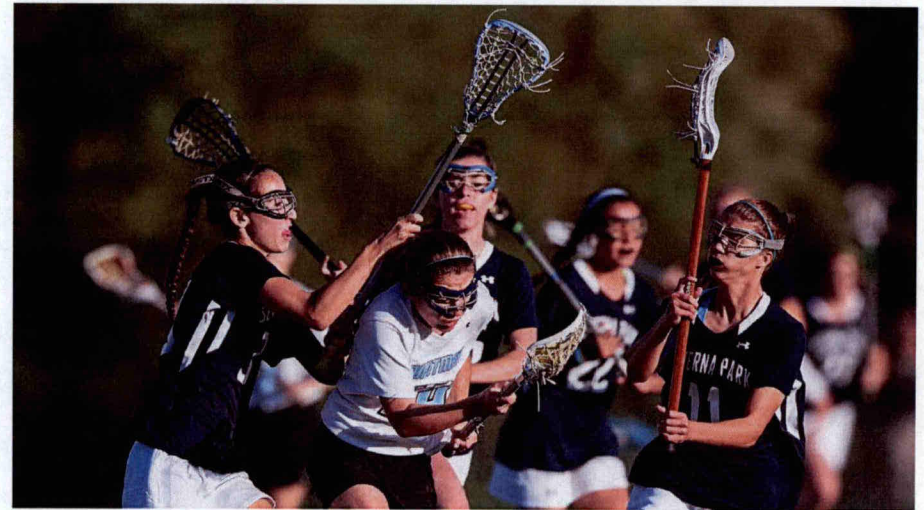
Research with outside rights holders and National Governing Bodies (NGBs)

- not a guess
- not speculation

Rights Holders

“US Lacrosse will host multiple events at the new facility. We’ve had a great partnership for nearly 10 years with the WCCVB.”

– Kim Rogers,
US Lacrosse



Rights Holders

“We could use this park to host Ultimate events four times a year.”

– Will Dever, of the national Ultimate (Frisbee) Players Association, “USA Ultimate”



Rights Holders

“We look forward to this park opening. It will allow us to grow our events and be strategic in our operations. We are waiting to sign the contract.”

— Joe Wuest, Cincinnati United Soccer



Rights Holders

“With the addition of the Warren County Sports Park we plan to host at least four additional events bringing in more than 160 teams from around the Midwest and creating substantial economic impact for the area.”

— Don Flynn, Game Day USA



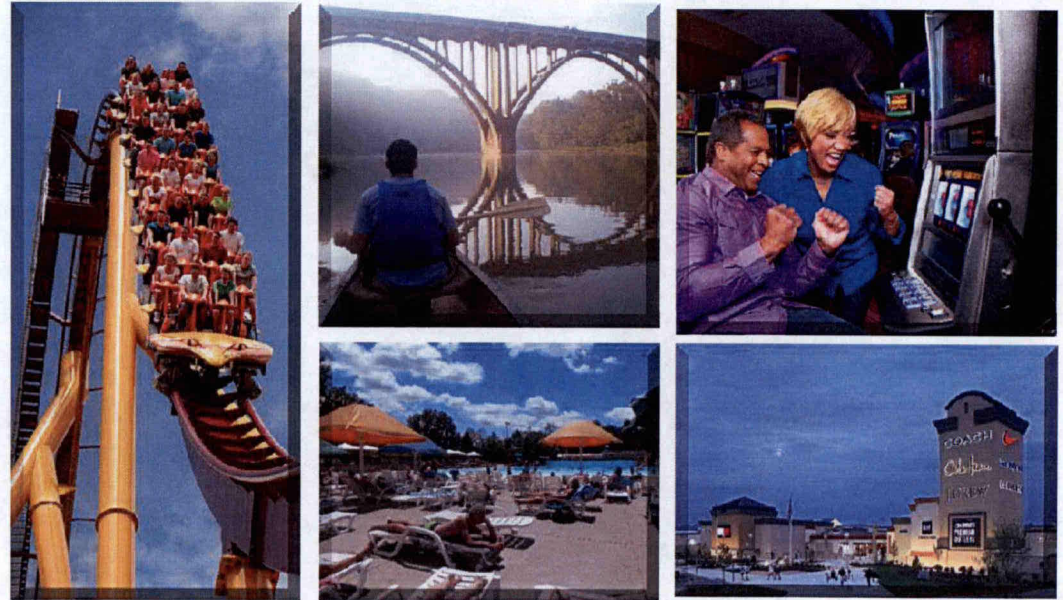
Additional Events from Rights Holders

- US Lacrosse..... 3-4 events
- USA Ultimate..... 3-4 events
- Cincinnati United Soccer..... 2-3 events
- Warren County Soccer Academy..... 1-2 events
- GameDay Baseball..... 4-5 events
- Kings Baseball..... 5-6 events

Why A Good Bet?

Combination of Elements:

- Proven track record (according to outside organizations)
- Solid business/financial plan (according to independent financing firm)
- Industry connections
- Need (according to rights holders)
- Drivable destination with outstanding entertainment amenities
- Temperate climate 10+ months



Worst Case Scenario / Taxpayer Risk

What if the bottom falls out?

- Independent financial firm (Bradley Paine) will verify that risk
 - ❖ unassignable debt to the County or any other entity because the CVB isn't part of county government
- Liquidation of assets to cover outstanding debt
 - ❖ land will be improved
 - ❖ no large structures sitting empty

What It Is & What It Is Not

WC Sports Complex Project and 1% Lodging Tax Increase:

1. Public / private partnership (not a government program)
2. Self-sustaining (verified by independent financial firm)
3. Not a tax on local residents; not a compulsory tax
4. Has broad support
5. Will grow tourism and jobs here
6. Will help lower our tax burden



Why This Matters

- Our County has talented entrepreneurs and business people
- The WCCVB (which is separate & apart from County government) is the leader in economic impact through tourism
- The finest part of leadership is unlocking the potential in people



Let's Hear from Those People



warren county
**ohio's largest
playground**



King Arthur Circle:

- Three homes sold since sports complex opened
- None sold for less than value before sports complex (2010)
- Average increase in value for homes on that street since 2010: 10.47%
- Highest increases since 2010:
 - 206 King Arthur: +20.82%
 - 202 King Arthur: +13.91%
 - 100 King Arthur: +12.96%

Source: Zillow, Hardin County (KY) Assessor