

Election—April 5, 2016 Mozingo Lake Recreation Park Conference Center



*“Location leverages destination
and resort appeal”~*

IDM Group, LLC

Hotel Market & Feasibility Study

MEETING SPACE

The facility will include approx. 6,000 square feet of flexible meeting space to accommodate a max of 500 people. Space will be designated for weddings, banquets, conferences and include pre-function and catering areas.

RESTAURANT

A full-service restaurant space will be included and leased to a third-party operator through a bid process. Revenue from the restaurant will assist in covering facility operating expenditures and provide a dining option available to the public.

CLUBHOUSE

The facility will include a new clubhouse/proshop to serve needs for the Sechrest 18 and Watson 9 golf courses. The clubhouse will be designed to serve both courses while providing additional space for marketing and product display.

PROGRAM SPACE

The facility will be designed to include golf training space for leagues and the Junior Golf Program. Offices will be included for administrative support staff.

Ballot Question

“Shall the City of Maryville be authorized to increase its local park sales tax by one-eighth of one percent until December 31, 2036, unless extended by a vote of the people, for the purpose of providing funds to construct, improve, operate and maintain a conference center at Mozingo Lake Recreation Park?”



For more information

660-562-8001

www.mozingolake.com/thenext20



#theNext20



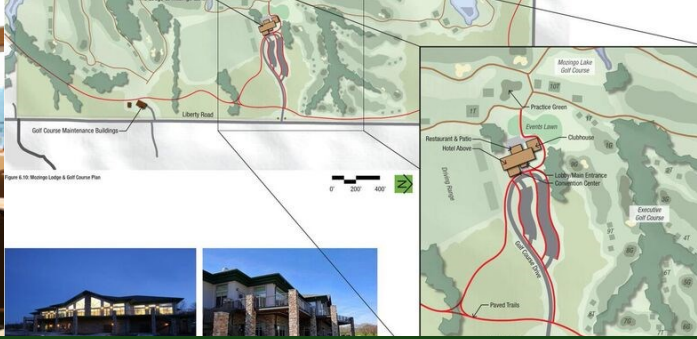
THE APRIL BALLOT INCLUDES A QUESTION TO INCREASE THE EXISTING SALES TAX BY 1/8 OF 1% TO CONSTRUCT AN ESTIMATED \$4 MILLION CONFERENCE CENTER AT MOZINGO. THE FACILITY IS NOTED AS A “HIGH-PRIORITY” IN THE PARK’S ADOPTED MASTER PLAN.

Conference Center

April 5, 2016

VOTER INFORMATION





Denison, IA

1/8 of 1% Sales Tax

In order to construct the conference center at Mozingo Lake Recreation Park, the City is proposing an increase of 1/8 of 1% sales tax for 20 years. The revenue will cover 77% of debt service for the facility with the remainder coming from a shift in existing golf related park debt.

MCC Debt

In five years, debt on the Maryville Community Center is retired decreasing the sales tax by 1/8 of 1%. If approved, the local sales tax rate will increase to 8.6%, then revert to the current 8.475% in 2021.

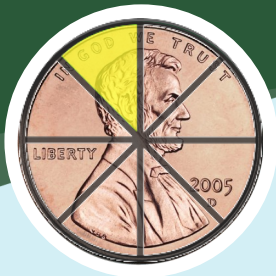
How does this impact me?

A 1/8 cent sales tax equals a penny on an \$8 purchase such as a sub-sandwich or laundry detergent. A \$200 purchase of an item such as a lawnmower would result in 25 cents.

For more information:

www.mozingolake.com/thenext20

1/8 of a Penny



DEMAND

Mozingo Lake Recreation Park receives frequent requests for meeting space that is not currently available in the community. The proposed facility is designed to accommodate large groups of up to 500 people. Similar facilities designed to this capacity average 250 events annually with over 20,000 annual attendees. Weddings, banquets, conferences, and fundraising events are expected along with tournaments operating on 27-holes of golf.

ECONOMIC IMPACT

According to a recent impact study from EMSI, Mozingo hosts 266,616 visitors annually from outside the region. These guests contribute \$9,571,205 in local sales or the equivalent of 134 new jobs. An additional 20,000 visitors to the Conference Center will generate an estimated \$371,298 of sales in the local economy each year.

ORIGIN

In 2010, the City Council began an initiative to construct a hotel and conference center at Mozingo Lake Recreation Park. A Hotel Market Feasibility Study from the IDM Group, LLC noted “Maryville could support an additional 70 room hotel with 5,500 square feet of flexible meeting space to accommodate a minimum of 250 guests.” The hotel and conference center remain as a top economic development priority and adopted annual goal of the City Council.

ADOPTED COMMUNITY PLANS

The Conference Center is referenced in the Maryville Comprehensive Plan and Mozingo Master Plan. Both adopted 20-year plans contain “unified visions for the community based on public input from citizens.” The facility is rated as “Priority 1: High Priority” in the Mozingo Master Plan.

CURRENT CLUBHOUSE

The existing clubhouse has deficiencies and spatial limitations for current operations. Efforts have been made to enhance appearance, however several noted items will require repairs within the next few years. The facility was also not designed to operationally support 27 holes of golf with the addition of the Watson 9.

SALES TAX RATES

With a short-term increase in sales tax rate to 8.6%, Maryville remains consistent with other Missouri communities. St. Joseph, Warsaw, Cameron & Moberly currently are at 8.475%, however communities such as Belton (8.725%), Excelsior Springs (8.725%), Hannibal (8.85%), Macon (8.6%), New Franklin (8.85%), and Pleasant Hill (9.225%) have increased their rates for local initiatives.

DEDICATED SOURCE OF REVENUE

The proposed sales tax provides a dedicated source of revenue for construction of the Conference Center to allow the Mozingo Recreation Fund to operate, maintain, and improve other amenities park wide. Other initiatives are included in the Master Plan such as expansion of trails, facilities, and the upgrade of RV pads.

BOULDERS INN & SUITES

Boulders Inn Maryville, LLC will be constructing a privately owned and financed 40-room hotel at Mozingo in the spring of 2016. The sales tax for the public conference center is being proposed on the April ballot to allow for coordination of construction schedules.