

Welcome to the **City of Lincoln**



Lincoln West Haymarket

2010 Spring Meeting

hosted by PW&U

March 4th 2010

What are the questions

- What does it look like?
- What is the timeline?
- How are you going to pay for it?



Arena at night



DLR Group - BVH Architects - The Clark Eversen Partners - Olsson Associates

Arena at night







Canopy Street Looking North



Aerial View of Canopy Street looking North

Canopy Street Looking South



Looking South on Canopy Street

Amtrak Station



Amtrak Station



Conceptual exterior views of Amtrak Station

Ice Center – Concept Design



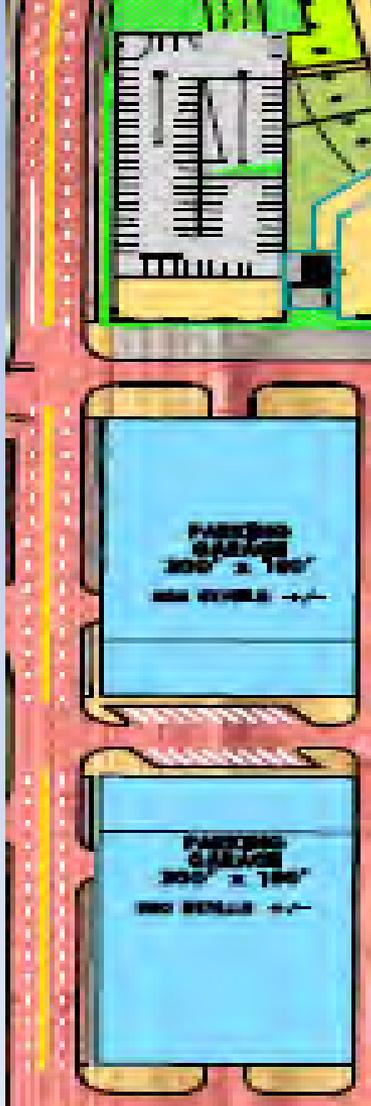
Beslow Ice Center conceptual design

District Energy



District Energy will supply heating and cooling for the arena and businesses at significant savings

Parking Garages



We will build three Parking Garages near the Arena. The first is attached to the arena and will hold 540 cars. The other two Garages will hold approximately 1,800 cars. They will face the back bone road and will allow easy entrance on arena events.

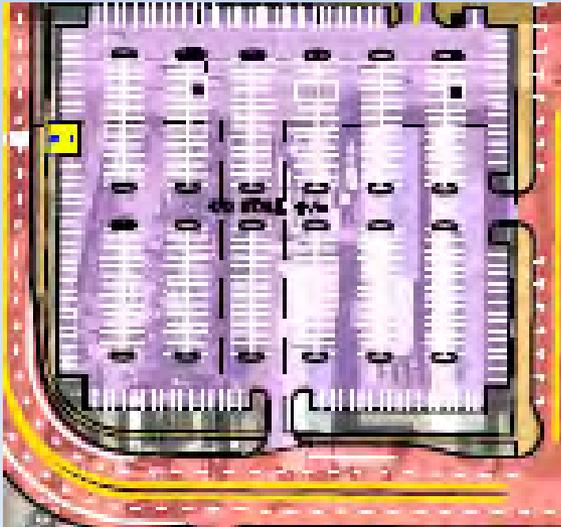
A comprehensive West Haymarket and Haymarket Parking Study has been conducted. Based on design assumptions, the Parking Study indicates the following total stall demand by land-use to be:

- 5,120 arena stalls
- 975 mixed-use development stalls
- 300 ice rink stalls

Surface Parking



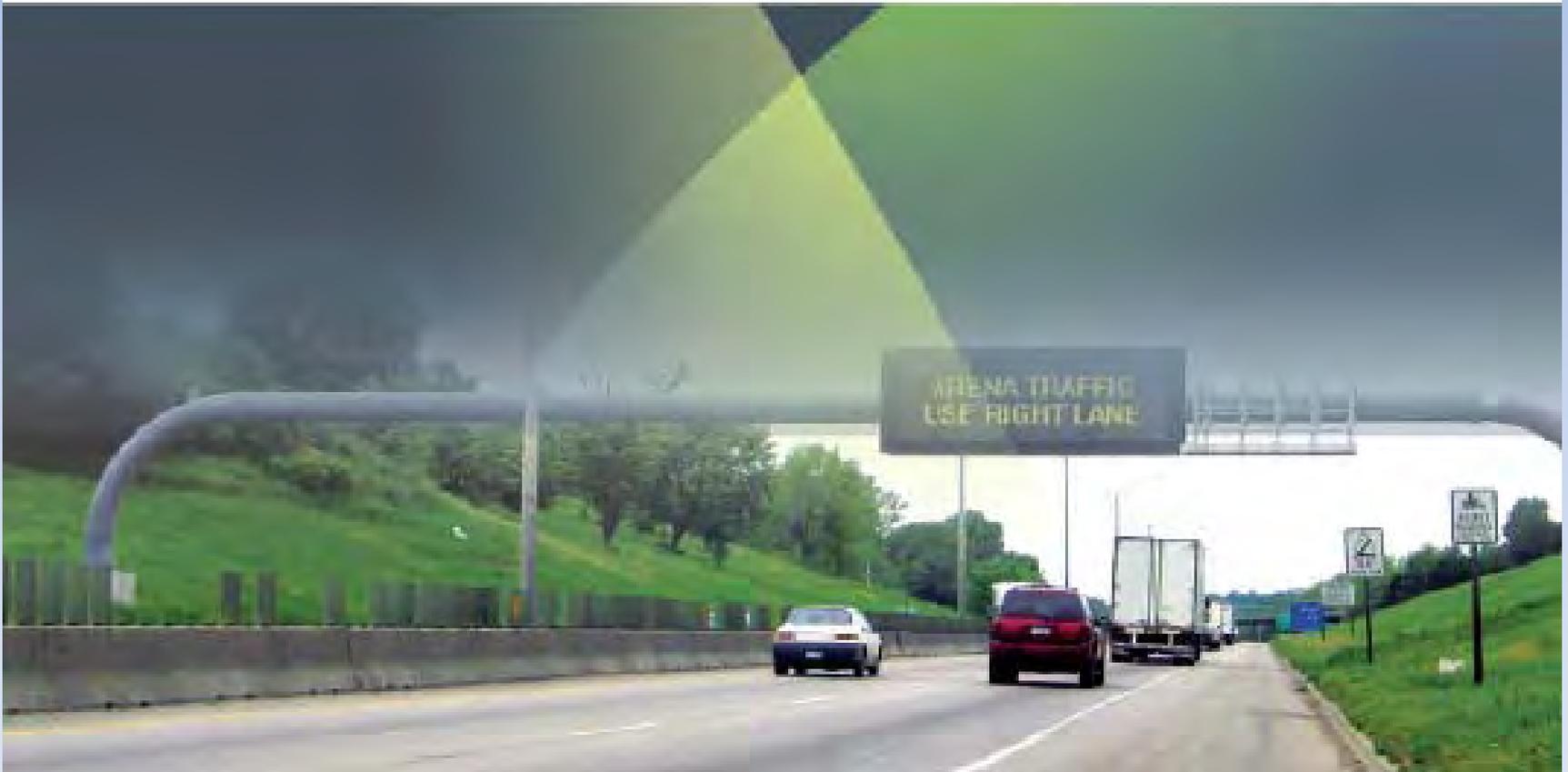
Surface Parking North of the Arena has 1,500 stalls



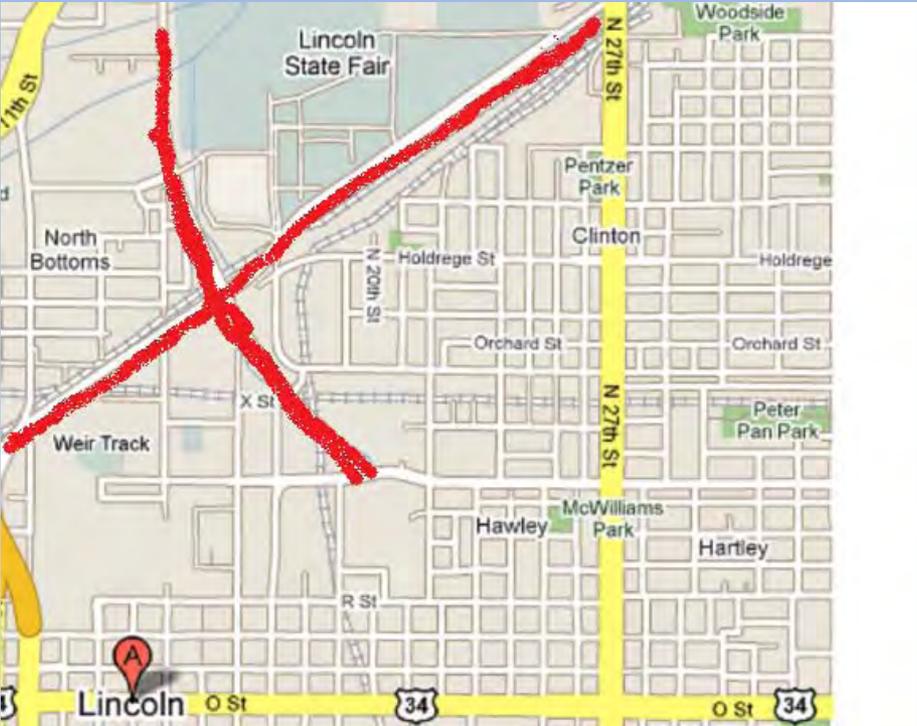
Surface Parking south of the Ice Center has 400 to 600 parking stalls

A total 7,100 on and off street parking stalls are available within walking distance of the Arena

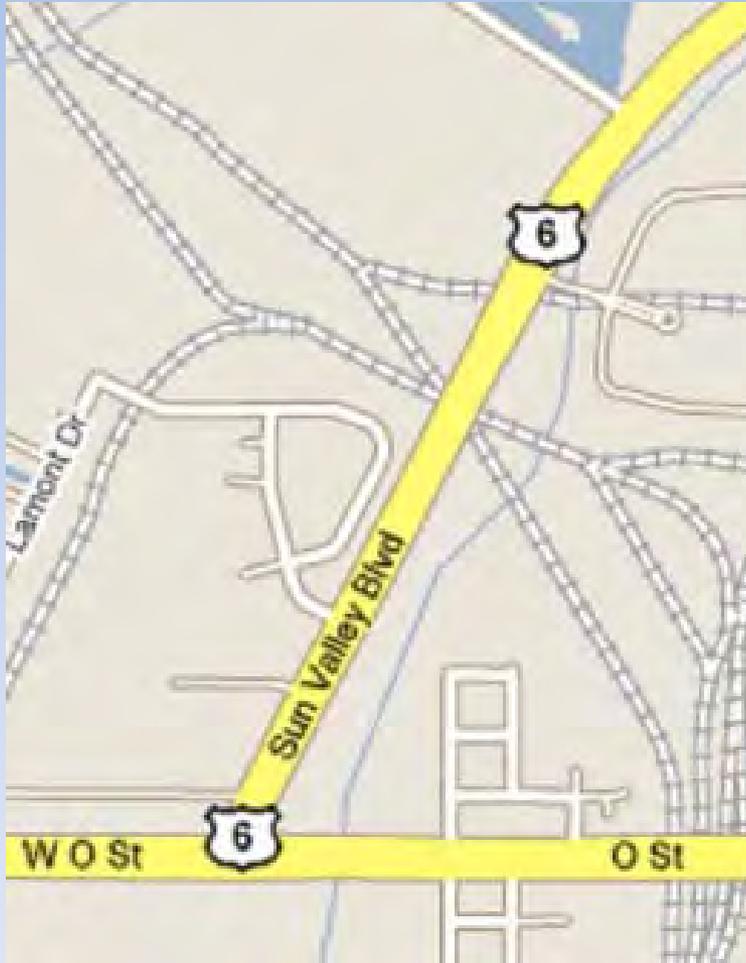
Dynamic Message Boards



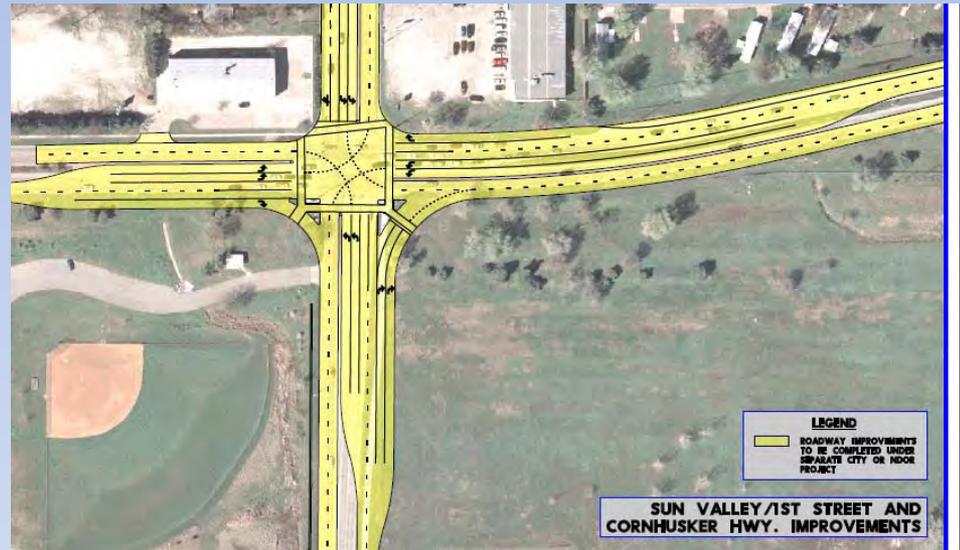
Salt creek roadway



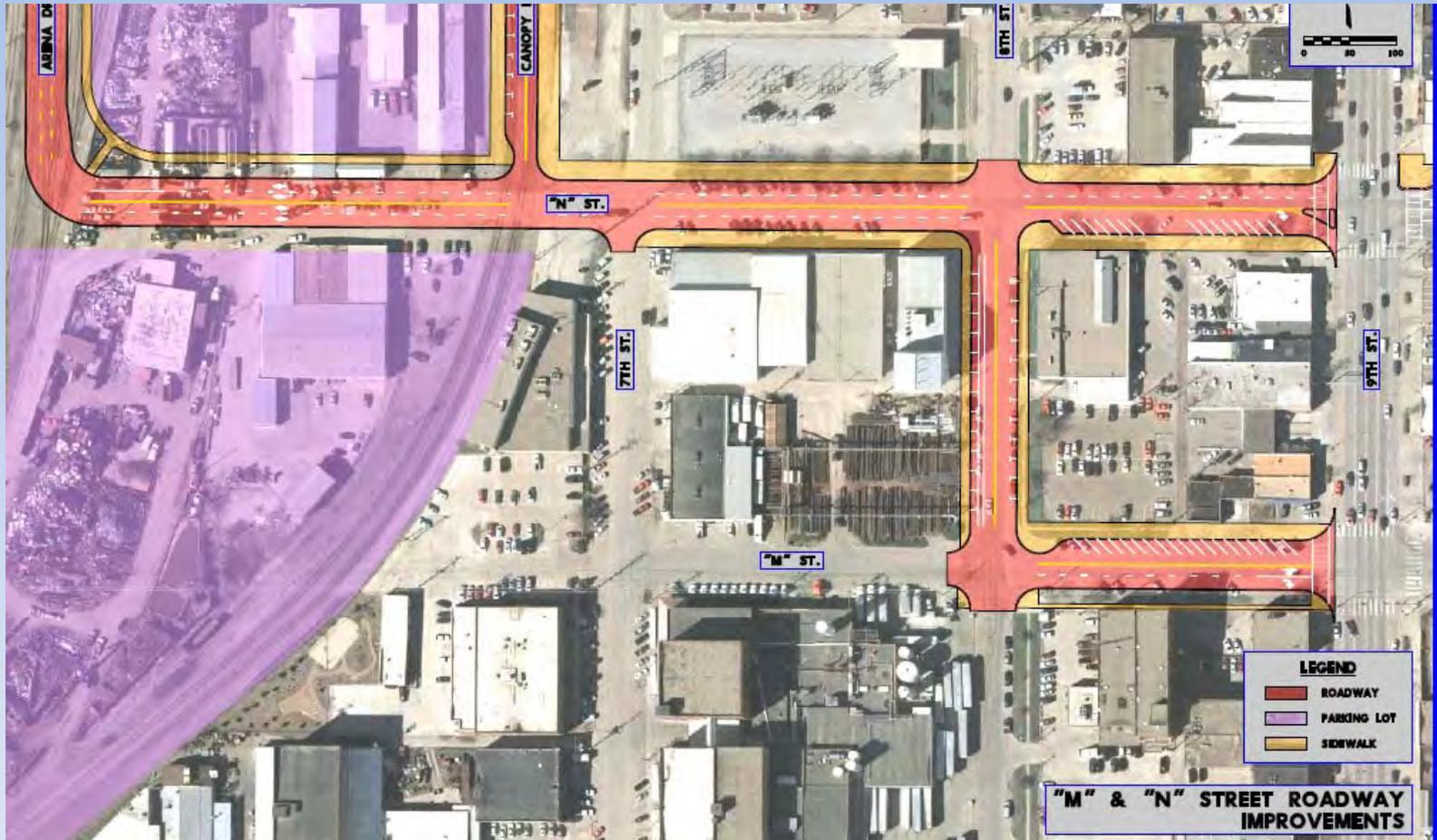
West O



West Cornhusker Hwy



M & N Street



What is the timeline?

- Process before the vote
 - Reports that will be released
 - Public engagement process
 - Legislative process
- Construction timeline

Reports that will be released

- ***Economic and Fiscal Impacts***
- ***West Haymarket Integrated Development Plan (IDP)***
- ***Other***
 - *Pershing adaptive reuse study*
 - *Farris DEC Feasibility Study*
 - *Carl Walker Parking Study*
 - *West Haymarket Arena Event Traffic Study*
 - *Festival Space*
 - *Other*

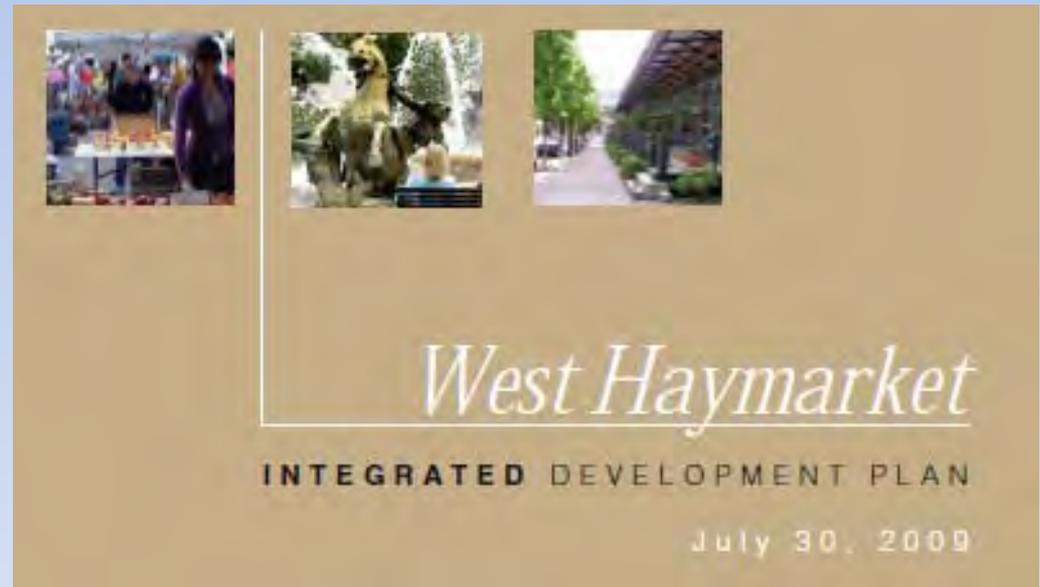
Fiscal Impact

West Haymarket Redevelopment Plan - Summary Impacts				
	Direct		Indirect	Total
Annual Impacts				
Economic Activity (millions)	\$ 148.97		\$ 111.67	\$ 260.64
Jobs (Full-time equivalents)	729.3		481.6	1,210.9
Earnings (millions)	\$ 24.67		\$ 14.81	\$ 39.48
Tax Revenues (millions)				
Local	\$ 2.97		n/a	n/a
State	\$ 5.15		n/a	n/a
Construction Period Impacts				
Economic Activity (millions)	\$ 426.43		\$ 378.03	\$ 804.46
Jobs (Full-time equivalents)	4,900		2,982	7,882
Earnings (millions)	\$ 207.88		\$ 45.07	\$ 252.96

Source: Leib Advisors, LLC

West Haymarket Integrated Development Plan (IDP)

Will go before a joint meeting
of the HPC and UDC – Historic
Preservation Committee and
the Urban Design Committee



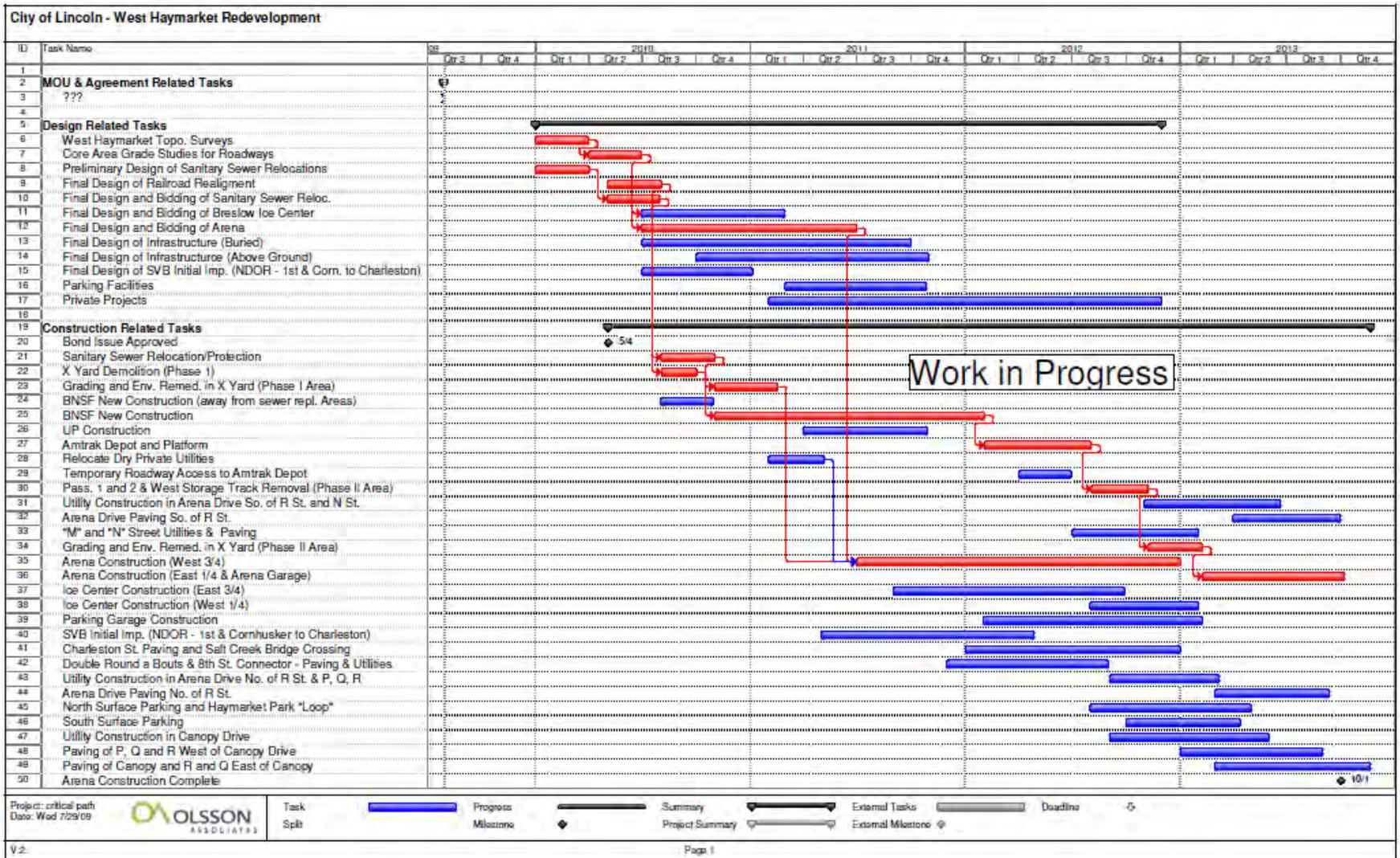
Public engagement process

- Press releases of relevant material
- Community meetings
- Web Site
- Media meetings

Legislative Process

- Votes to approve MOU's
 - UNL / City Arena MOU
 - UNL / City Ice Center MOU
 - BNSF / City MOU Land
 - UP / City MOU Land
- Redevelopment Plan Traction
- Vote to put bond vote on May 11th ballot
- Comp Plan Ice Rink?

Construction Timeline

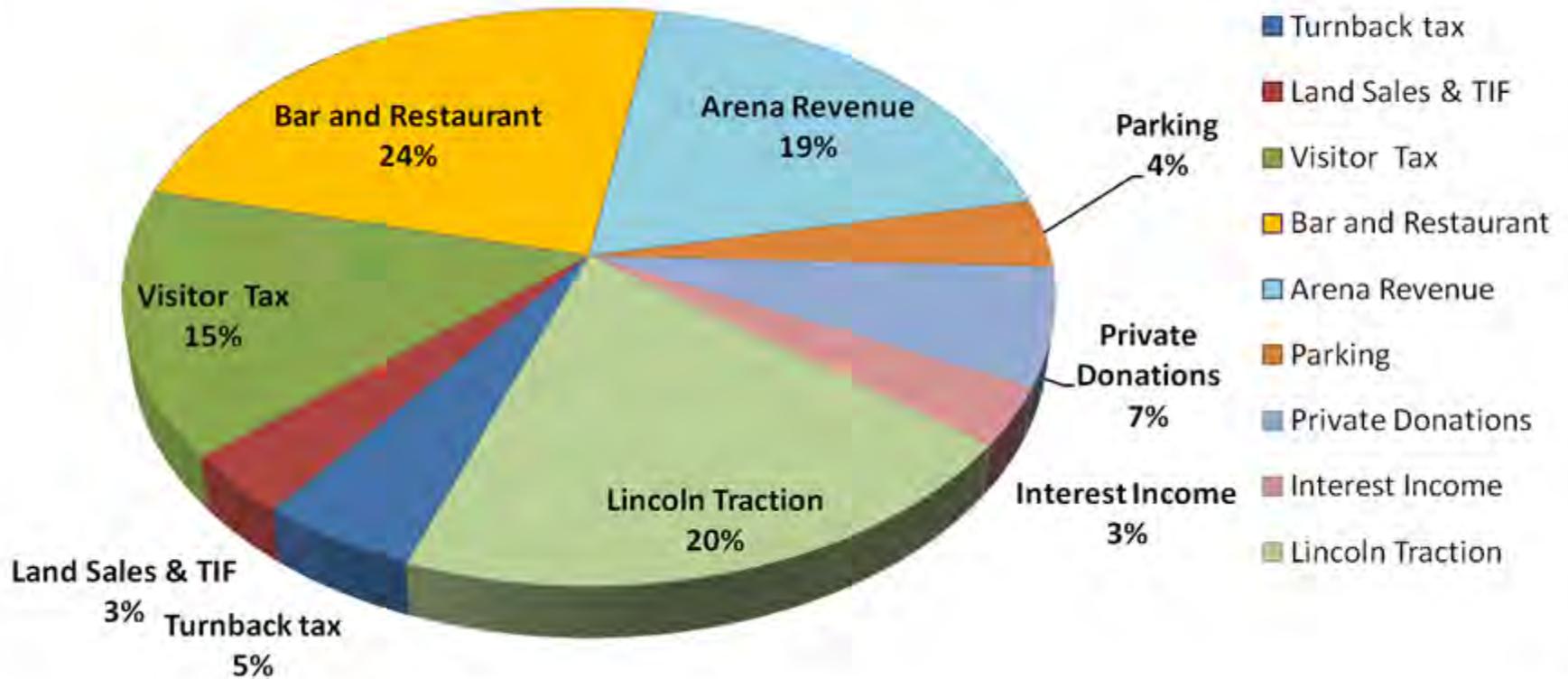


What are the sources

- The city will partner with
 - Private redeveloper
 - Arena Marketing (Premium Seat License)
- State Aid (turnback)
- Private donors
- Visitor Occupation tax
- Bar and Restaurant tax (local)

Breakdown of Sources

Present Value West Haymarket Project



Present Value Breakdown by source

Source	Amount	Percent
Turnback tax	23,905,467	5%
Land Sales & TIF	17,163,622	3%
Visitor Tax	74,473,102	15%
Bar and Restaurant (local)	119,298,210	24%
Arena Revenue	95,346,451	19%
Parking	18,899,918	4%
Private Donations	32,952,381	7%
Interest Income	16,362,684	3%
Lincoln Traction	100,000,000	20%
Total	498,401,834	100%

What will Traction do?

- 100,000 sq feet of retail
- 100,000 sq feet of commercial
- 100 residential units
- 200 room hotel
- Total investment in Lincoln 100 million dollars or roughly 20% of the West Haymarket area

Some Woodbury projects

Region	City	Type	Property Name	Size
Colorado	Aurora	Retail	City Point Aurora	41.27 acres
Colorado	Brighton	Retail	Adams Crossing	530.92 acres
Colorado	Castle Rock	Retail	Castle Rock Crossing	7,210 s.f.
Colorado	Centennial	Retail	Centennial Corners East	6.432 acres
Colorado	Centennial	Retail	Centennial Corners West	7.099 acres
Idaho	Ammon/Idaho Falls	Retail	Ammon Town Center	235,595 s.f.
Idaho	Ammon/Idaho Falls	Retail	Ammonsider	85.81 acres
Idaho	Blackfoot	Retail	Riverside Plaza	156,370 s.f.
Idaho	Idaho Falls	Retail	Ashment Shopping Center	82,360 s.f.
Idaho	Twin Falls	Retail	Breckenridge Farms	243,948 s.f.
Idaho	Twin Falls	Retail	Magic Valley Mall	524,870 s.f.
Montana	Bozeman	Retail	University Square	131,908 s.f.
Montana	Helena	Retail	Capitol Hill Mall	181,645 s.f.
Montana	Missoula	Retail	K-Mart Center	114,890 s.f.
Nevada	Henderson	Retail	Discount Tire	11,457 s.f.
Nevada	Las Vegas	Office	Woodbury Medical Center	45,895 s.f.
Nevada	Las Vegas	Retail	Eastern Auto Center	9,476 s.f.
Nevada	Las Vegas	Retail	Flamingo Auto Center	11,489 s.f.

Region	City	Type	Property Name	Size
Utah - Central	Orem	Hotel	Hampton Inn & Suites	129 rooms
Utah - Central	Orem	Office	Vantage	37,300 s.f.
Utah - Central	Orem	Retail	Iceberg Drive-In	3,370 s.f.
Utah - Central	Orem	Retail	Orem Eastpointe Center	68,475 s.f.
Utah - Central	Orem	Retail	Parkway Center	60,718 s.f.
Utah - Central	Orem	Retail	Plaza 880	81,490 s.f.
Utah - Central	Orem	Retail	University Festival	96,283 s.f.
Utah - Central	Orem	Retail	University Mall	1,191,574 s.f.
Utah - Central	Payson	Retail	Payson Gateway	59.36 acres
Utah - Central	Provo	Retail	Sherwin Williams	6,000 s.f.
Utah - Northern	Clearfield	Retail	Antelope Plaza	20,000 s.f.
Utah - Northern	Layton	Retail	Layton Marketplace	353,335 s.f.
Utah - Northern	Logan	Office	Utah State Innovation Park - 1525	23,295 s.f.
Utah - Northern	Logan	Office	Utah State Innovation Park - 1575	17,021 s.f.
Utah - Northern	Logan	Office	Utah State Innovation Park - 570	11,280 s.f.
Utah - Northern	Logan	Retail	Bull Marketplace	131,500 s.f.
Utah - Northern	Logan	Retail	Cache Valley Plaza	100,710 s.f.
Utah - Northern	Logan	Retail	Pinecrest Shopping Center	98,930 s.f.

Arena Marketing

- Sells premium seating – club, loge and suites
- Sells naming and advertising rights
- Helps raise funding for the Arena

Arena Marketing



Turner



State Aid – Turnback tax

- Paid to the city from state sales taxes at the arena and hotels within 450 yards of the arena
- Should support roughly 25 million in debt issued by the city
- We need voter approval if the debt is issued as GO debt.

The applicant may further secure the bonds by a mortgage or deed of trust encumbering all or any portion of the eligible facilities and by a bond insurance policy or other credit support facility. **No general obligation bonds, except refunding bonds, shall be issued until authorized by greater than fifty percent of the applicant's electors voting on the question**

Private donations

- We will get 22 million from private donors to pay down the cost of land
- The Breslow Ice Center should be financed through private contributions
- Over 7% of the project cost will be from private donations.

Visitor Occupation taxes

- We will have a 4% occupation tax on hotel stays
- We will install a 4% tax on car rental
- This along with outsiders dining out at local restaurants will help finance the project

Bar and Restaurant tax

- Level will be set at 2%
- Similar to the Grand Island occupation tax
- Tax is a separate line item on customer bill, does not change the menu pricing
- Other communities besides Grand Island impose similar charges.

What do others say

Approving this tax was one of the easiest decisions I have had to make as a Town Meeting Member. ... The meals tax is a minor increase on a optional, luxury purchase. No one is being forced to dine out and those who choose to do so will pay the extra tax.

-- Dartmouth, SC

Grand Island, the city's finance director is so pleased with the success of the food and beverage tax ... said Dave Springer, Grand Island's finance director. "It's better than raising property taxes, that's for sure."

-- Source: Omaha World-Herald | August 10, 2009

Yuma, Arizona Voters Support Hospitality Tax by Nearly 2 to 1 Margin;
Tax Levied on Hotels, Restaurants and Bars, is Expected to Raise \$4.5 million this
Year

The Sun, Yuma, Ariz. McClatchy-Tribune Regional News May 20, 2009--City voters going to the polls Tuesday supported renewing the 2 percent hospitality tax by a nearly 2 to 1 margin.

Communities that have bar and restaurant taxes

City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax
State of Rhode Island	1.00	Deerfield, MA	2.00	Chicago, IL	1.25	Schaumburg, IL	2.00
State of Maine	2.00	Everett, MA	2.00	Decatur, IL	2.00	Urbana, IL	0.50
State of New Hampshire	0.75	Franklin, MA	2.00	Danville, IL	2.00	Warrenville, IL	1.50
State of Oklahoma	1.00	Greater Lowell, MA	2.00	Des Plaines IL	1.00	Austin TX	1.00
State of Connecticut	1.00	Hadley, MA	2.00	Elmhurst, IL	1.00	Atlanta, GA	2.00
State of Utah	1.00	Medford, MA	2.00	Galena, IL	1.00	Denver, CO	4.00
Provo, UT	1.00	Melrose, MA	2.00	Galesburg, IL	2.00	Boulder, CO	1.50
California	Range of 1.00 - 2.50	Northampton, MA	2.00	Gurnee, IL	1.00	New Orleans, LA	4.00
San Francisco, CA	2.50	Palmer, MA	2.00	Hanover Park, IL	1.00	Philadelphia, PA	1.00

City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax
Milwaukee, WI	0.35	Plainville, MA	2.00	Hoffman Estates, IL	2.00	Spotsylvania, PA	4.00
Ocean City, MD	0.50	Raynham, MA	2.00	Monroe County, IL	1.00	New York City, NY	4.00
Winner, SD	1.00	Saugus, MA	2.00	Moline, IL	1.50	Washington, DC	10.00
Crooks, SD	1.00	Somerville, MA	2.00	Mt. Prospect, IL	1.00	Duluth, MN	1.50
State of Massachusetts	1.25	Southbridge, MA	2.00	Mt. Vernon, IL	1.00	Mankato, MN	0.50
Amherst, MA	2.00	Springfield, MA	2.00	Morton Grove, IL FAST FOOD	10.00	Minneapolis, MN	1.00
Auburn, MA	2.00	Sunderland, MA	2.00	Naperville, IL	1.00	Downtown Minneapolis	3.00
Bedford, MA	2.00	Taunton, MA	2.00	Niles, IL	1.00	St Cloud, MN	1.00
Blandford, MA	2.00	Tyngham, MA	2.00	O'Fallon, IL	1.00	Starkville, MS	2.00
Boston, MA	2.00	West Springfield, MA	2.00	Palatine, IL	1.00	Sandpoint, ID	2.00
Brookline, MA	2.00	Winthrop, MA	2.00	Pekin, IL	2.00	King County, WA	0.50
Cambridge, MA	2.00	Worcester, MA	2.00	Park Ridge, IL	1.00	Seattle, WA	1.00

City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax
Chelmsford, MA	2.00	Alton, IL	2.00	Rolling Meadows, IL	2.00	Yuma, AZ	2.00
Chicopee, MA	2.00	Aurora, IL	1.75	Rockford, IL	1.00	Ashland, Oregon	5.00
Dartmouth, MA	2.00	Bloomington, IL	2.00	Rock Island, IL	1.00	Boone County, Oregon	1.00
Deerfield, MA	2.00	Buffalo Grove, IL	1.00	Romeoville, IL	1.00	Yachats, Oregon	5.00
Charlotte, NC	1.00	Fredericksburg, VA	4.50	Suffolk, VA	5.00	Brownsburg, IN	2.00
Cumberland County, NC	1.00	Galax, VA	4.00	Virginia Beach, VA	4.50	Carmel, IN	2.00
Dare County, NC	1.00	Hampton, VA	5.50	Warren County, VA	4.00	Delaware County, IN	1.00
Dartmouth, NC	0.75	Harrisonburg	5.00	Waynesboro, VA	4.00	Evansville, IN	1.00
Durham, NC	1.00	Herndon, VA	1.50	Williamsburg, VA	5.00	Fishers, IN	1.00
Fayetteville, NC	1.00	Hopewell, VA	4.50	Winchester, VA	4.00	Ft. Wayne, IN	1.00
Hillsborough, NC	1.00	James City County, VA	4.00	Brattleboro, VT	1.25	Hamilton County, IN	1.00
Mecklenburg County, NC	1.00	King William County, VA	4.00	Dover, VT	1.00	Hancock County, IN	1.00

City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax
Raleigh, NC	1.00	Lexington, VA	4.00	Killington, VT	1.00	Hendricks County, IN	1.00
Wake County, NC	1.00	Lynchburg, VA	6.00	Manchester, VT	1.00	Henry County, IN	1.00
Alexandria, VA	4.00	Manassas, VA	4.00	Middlebury, VT	1.00	Johnson County, IN	1.00
Amhearst County, VA	4.00	Manassas Park, VA	4.00	Rutland Town VT	1.00	Lake County, IN	1.00
Arlington, VA	4.00	Martinsville, VA	4.00	South Burlington, VT	1.00	Lebanon, IN	2.00
Bedford, VA	5.00	Newport News, VA	5.50	Stratton, VT	1.00	Madison County, IN	1.00
Bristol, VA	5.00	Norfolk, VA	5.50	Stowe, VT	1.00	Marion County, IN	2.00
Buena Vista, VA	4.00	Norton, VA	5.00	Williston, VT	1.00	Martinsville, IN	1.00
Charlottesville, VA	3.00	Petersburg, VA	3.00	Virginia City, Mt	3.00	Mooresville, IN	1.00
Chesapeake, VA	5.50	Poquoson, VA	4.00	Whitefish, MT	2.00	Morgan County, IN	1.00
Clifton Forge, VA	4.00	Portsmouth, VA	6.50	Red Lodge, MT	3.00	Nashville, IN	1.00
Covington, VA	4.00	Radford, VA	4.00	Big Sky, MT	3.00	New Castle, IN	1.00

City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax
Danville, VA	6.00	Richmond, VA	5.00	West Yellowstone, MT	3.00	Noblesville, IN	2.00
Emporia, VA	5.00	Roanoke, VA	4.00	St. Regis MT	3.00	Plainfield, IN	2.00
Fairfax, VA.	4.00	Roanoke County, VA	4.00	Allen County , IN	1.00	Shelby County, IN	1.00
Falls Church, VA	4.00	Salem, VA	4.00	Avon, IN	1.00	Shipshewana, IN	1.00
Franklin, VA	4.50	Staunton, VA	5.00	Boone County, IN	1.00	Vanderburgh County, IN	1.00
Westfield, IN	2.00	Colleton County, SC	2.00	Hartsville, SC	2.00	Richland County, SC	1.00
Zionsville, IN	2.00	Darlington, SC	2.00	Hilton Head, SC	2.00	Ridgeland, SC	2.00
Acadia Lakes, SC	2.00	Easley, SC	1.00	Horry County, SC	3.00	Rockhill, SC	2.00
Beaufort County, SC	2.00	Eastover, SC	1.00	Irmo, SC	1.00	Seneca City, SC	1.00
Bluffton, SC	2.00	Folly Beach, SC	2.00	Jasper County, SC	1.00	Simpsonville, SC	2.00
Beaufort, SC	2.00	Forest Acres, SC	2.00	Lancaster, SC	2.00	Spartenburg County, SC	2.00
Blythewood, SC	2.00	Fort Mill, SC	2.00	Laurens, SC	1.00	Summerville, SC	2.00

City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax	City/County, State	Food and Beverage Tax
Charleston, SC	2.00	Fountain Inn, SC	2.00	Lexington County, SC	1.00	Sumter County, SC	2.00
Clemson, SC	2.00	Georgetown County, SC	2.00	North Augusta, SC	1.00	Walterboro City, SC	2.00
Clinton, SC	1.00	Greenville County, SC	2.00	North Myrtle Beach, SC	1.00	York, SC	2.00
Clover, SC	2.00	Greenwood County, SC	2.00	Pendleton, SC	2.00		
Columbia, SC	2.00	Florence County, SC	1.00	Pickens, SC	2.00		

Community will decide

- Bond vote on State Aid (turnback tax) will decide if we move forward.
 - Agreements with UNL and Railroads hinge on positive vote
-

City Contingencies. The City's performance of this MOU is contingent upon the following:

A. **The City Council for the City approving the necessary agreements**, resolutions and ordinances for the implementation of the West Haymarket Project, including placing the applicable ballot proposition(s) for the necessary financing and implementation by the City of West Haymarket Project (collectively "Ballot Proposition") for voter approval at a General Election on Tuesday, May 11, 2010 ("Ballot Election"); and

B. The **approval of the Ballot Proposition at the Ballot Election by the required number of votes**

Final thoughts

- This project will create immediate jobs in the Lincoln economy, 7,800 during construction and 1,200 permanent jobs
- It pulls together many different partnerships, on development, financing and marketing a premier site along with generous donations to ensure success
- We finance it without relying property taxes and we capture dollars from outside the community to help pay, from state aid to people who visit our community.



Questions

