



A Grander Vision for the Heartland

Grow Grand Island Committee Meeting

Please complete and email to Nicki Stoltenberg (nickis@grand-island.com) within one week of the meeting.

May 4, 2015, 10 a.m.	5.5 – Local Incentive Fund Committee
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- Attending:**
Joseph McDermott, Nebraska State Fair
Brad Mellema, Convention and Visitors Bureau
Shaun Schleif, Nebraska State Fair
Diane Wiley, Fonner Park/Heartland Events Center
Harold Rosenkotter
Tony Schultz, Conestoga Mall
Gene McCloud, Super 8/Best Western
Ken Gnad
Ernie Thayer
Mike Swanson, Convention and Visitors Bureau
Elise Edgar, Chamber of Commerce
Shelley Rystrom, Rystrom Quarter Horses
Cindy Johnson, Chamber of Commerce
Marlan Ferguson, City of Grand Island
Mitch Nickerson, City Councilmember
Tammy Morris, Grand Island Community Foundation

TOPIC	DISCUSSION	ACTION / WHO	WHEN
Background of Grow Grand Island	Joseph, Brad and Cindy shared information on the origin of Grow Grand Island and the unification of this business development strategic plan initiative with the Grander Vision process undertaken by the City. It was noted that the objective of Grow Grand Island was to advance job creation, elevate standards of living, improve talent attraction and retention,		

	advance educational attainment, increase volunteerism and engagement, and help existing businesses grow.		
Objective of Committee	Joseph shared the objective of the Committee: Develop a local incentive fund to support the attraction of large livestock shows, trade shows, and other events to Grand Island based on their potential economic impact, as well as to ensure existing events/sites are continuously maintained, improved, and upgraded.		
Sources of Funding (Public and Private)	<p>Discussion was held on potential funding sources, including the Visitors Fund, food and beverage occupation taxes, foundation dollars, and private contributions.</p> <p>Marlan explained that the food and beverage tax must be approved by the voters unless the tax revenues are less than \$700,000 (Neb Rev Statutes 18-1208). Marlan added that the City Administration determined that the food and beverage taxes expire in July 2017 and that a public vote was anticipated in either May or November of 2016. Discussion was held on the March food and beverage receipts. Marlan reported that some establishments were past due in paying their food and beverage taxes and may have caught up in March. This would explain the large increase in March's food and beverage tax revenues. Discussion was held on whether to tax alcohol sales. Currently, Norfolk, Omaha and Lincoln do; while Kearney does not. Omaha has a 2 ½% tax; Lincoln 2%, Norfolk has 2%, and Kearney 1%. Marlan stated the City would be forming a Committee soon to begin conversations about the ballot language for food and beverage tax.</p> <p>It was noted that GILCA was bidding shows 3-5 years down the road that illustrated the importance of receiving funding as soon as possible. Gene suggested that we apply for County Visitors funds now for the shows that are currently being bid and that pursuit of the food and beverage tax revenues would come in the second stage. Gene stressed that without promotion and marketing of our facilities, the community is underutilizing the resources we have. Shelley stated that there are no great horse facilities in the Midwest and that this would be a great addition to the show sites in existence. Gene suggested that purchasing horse stalls might be a good first</p>	<p>City to form Committee for food and beverage occupation tax.</p> <p>Cindy to provide preliminary budget to group.</p>	<p>?</p> <p>June</p>

	<p>step until the new equine facility was built. Tony stated that the County and CVB had set up a grant process for funding requests. He added that he was aware of other entities (Husker Harvest Days) that were interested in this funding source as well.</p> <p>Mitch suggested that a budget be developed for the City and County and noted that Cindy had provided a preliminary budget prior to the Council Retreat.</p>		
Events/Facilities Represented on the Committee	<p>Suggestions for names of others to participate on this Committee include: Bosselmans, hotelier, Sports Council, County Board representative, restaurants/bar owners, Heartland Public Shooting Park and Young Professionals. Shelley suggested someone from the livestock/cattle world would be a good addition to the group. She added that determining a show site really takes a personal connection between the show organizer and the site.</p>	Chamber staff to contact suggested entities for inclusion on Committee.	June meeting
Economic Impact for Events/Facilities	<p>It was noted that the Chamber utilized IMPLAN, an economic impact modeling program, to determine impact of business changes and could routinely utilize this software for events as well.</p>		

Next meeting, web site info., other notes, etc.: Next meeting date to be determined . (June 16, 10 a.m.)

Volunteer Hours: 13.5