



## Legislation Text

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**Business plans for City projects that could be funded from the recent two-percent increase in the Alachua County Tourism Development Tax (B)**

**This agenda item provides an opportunity for the City Commission to receive an update on submission of the Cade Museum, Downtown Conference Center and Hotel and expansion of the Martin Luther King Jr. Sports Complex for potential funding through an increase in the Tourism Development Tax.**

Last fall, the City Commission approved the submission of three projects for potential funding through an increase in the Alachua County tourism development tax including the Cade Museum, Downtown Conference Center and Hotel and expansion of the Martin Luther King Jr. Sports Complex. The City Commission did not prioritize the projects.

After discussing the projects submitted through the County Request for Information process, the County Commission decided to request business plans for the projects and subsequently approved a two-percent increase in the tourism development tax.

City staff completed business plans for the Downtown Conference Center and Hotel (through the CRA) and the expansion of the Martin Luther King Jr. Sports Complex (through Parks, Recreation and Cultural Affairs). CRA staff coordinated with representatives of the Cade Museum who prepared the business plan for that project. Business plans for all three projects were submitted to the County on May 18, 2010 in advance of the deadline for submission of the business plans.

The Business plans are scheduled to be discussed by the Tourism Development Council (TDC) on June 16 with the TDC providing recommendations to the County Commission by July 27.

This is an informational update. The fiscal impact of the projects is addressed in the business plans for the projects.

The City Commission: 1) hear an update on the three City projects; 2) consider prioritizing the projects; and 3) provide other guidance as appropriate.

**Alternate Recommendation #1**

The City Commission decline to hear an update and not consider prioritizing the projects.