AGENDA

February 15, 2021

CONSISTENT WITH TERMS OF GOVERNOR HOLCOMB'S EXECUTIVE ORDER FACEMASK ARE REQUIRED

Meetings of Standing Committees
Council Conference Room
6:45PM

REGULAR MEETING OF THE MISHAWAKA COMMON COUNCIL
COUNCIL CHAMBERS/CITY HALL
7:00PM

WebEx Telephone Number: 1-408-418-9388
Meeting Number (access code) 179 041 0890
Meeting Password: aXksn3wRt36

Livestream #1: https://www.facebook.com/cityofmishawaka/
Livestream #2: @MichianaAccessTV on Facebook
Livestream #3: Michiana Access TV
(Comcast and AT&T U-Verse Channel 99)

To connect on-line join using Microsoft Lync or Microsoft Skype for Business

Dial: 1790410890.mishawaka@lync.webex.com

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

4. Approval of the Minutes of the Regular Meeting of February 01, 2021

5. Petitions, Communications, Remonstrance and Memorials

A letter from the City Plan Commission regarding their recommendations from their February 09, 2021 meeting

6. Report of Special Committee

7. Ordinances on First Reading

P.O NO. 2021-10	Rezone from C-4 Automobile Oriented Commercial District to C-1 General Commercial District – 1333 Lincoln Way East

8. Resolutions

R2021-03	Supporting the Indiana General Assembly Increase of the St. Joseph County Innkeeper's Tax

9. Ordinances on Second Reading

P.O. NO. 2021-09	Rescinding Resolution No. 2010-21 and Resolution No. 2012-03 - A Use Variance for the Property, permitting commercial automotive body repair/maintenance shop – 1802 West Sixth Street (Assigned to Land Use Planning Committee)

10. Privilege of the Floor – Non-Agenda Items

11. Unfinished Business

12. New Business

13. Adjournment – This meeting will be aired Wednesday at 9:00AM on the Public Access Channel

At this time, I know of no other business to come before the Council.
Deborah S. Block, IAMC, MMC, City Clerk

The City of Mishawaka acknowledges its responsibility to comply with the Americans with Disabilities Act of 1990. In order to assist individuals with disabilities who require special services (i.e. sign interpretative services, alternative audio/visual devices, and amanuenses) for participation in or access to City sponsored public programs, services and/or meetings, the City requests that individuals make requests for these services forty-eight (48) hours ahead of the scheduled program, service and/or meeting. To make arrangements contact Susan Kile, ADA Coordinator, at (574) 258-1615.

REGULAR MEETING OF THE MISHAWAKA COMMON COUNCIL

February 1, 2021

Be it remembered that the Common Council of the City of Mishawaka, Indiana met in the Council Chambers of the Mishawaka City Hall and via telephone on Monday, February 1, 2021 at 7:00PM. The meeting was called to order by President Gregg Hixenbaugh. All were asked to stand for the Pledge of Allegiance, followed by a moment of silence to remember the lives lost due to COVID-19.

Roll Call.
Present: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh.

Others Present: Mike Trippel, Council Attorney and Clerk Block.

Minutes for the Regular meeting of January 18, 2021 were approved as received from the Clerk's Office.

Clerk Block read the following petition to the council who referred it to the City Plan Commission for their recommendation.

PEITION NO. 2021-01 Rezone from C-4 Automobile Oriented Commercial District to C-1 General Commercial District – 1333 Lincolnway East

Clerk Block read a letter from the Controller regarding a presentation of outstanding and unpaid checks for a period of 2 years to be voided and receipted back into their original fund.

Mr. Hixenbaugh requested the record reflect that the council received the information from the Controller and all of the legal niceties by state law had been observed.

Clerk Block read the following proposed ordinance by title and assigned committee.

PROPOSED ORDINANCE NO. 2021-09

AN ORDINANCE OF THE COMMON COUNCIL OF THE CITY OF MISHAWAKA RESCINDING RESOLUTION NO. 2010-21 AND RESOLUTION NO. 2012-03 PERTAINING TO PETITIONS OF MISHAWAKA BOARD OF ZONING APPEALS FOR THE PROPERTY LOCATED AT: 1802 W SIXTH STREET
Rescinding Resolution No. 2010-21 and Resolution No. 2012-03 – A Use Variance for the Property, permitting commercial automotive body repair/maintenance shop – 1802 W Sixth Street
(Assigned to Land Use Planning Committee)

Clerk Block stated the police had taken and delivered the notice to the owner of the property and they had received the certificate of service and also mailed the certified return receipt requested.

Mr. Hixenbaugh requested the record reflect that the notice of second reading and public hearing that will take place next council meeting had been delivered. Mr. Hixenbaugh appreciated the assistance of the Clerk.

PROPOSED ORDINANCE NO. 2021-01

AN ORDINANCE AMENDING CHAPTER 137 OF THE MUNICIPAL CODE OF THE CITY OF MISHAWAKA, INDIANA, AS FROM TIME TO TIME AMENDED, COMMONLY KNOWN AS "THE ZONING ORDINANCE OF 1966" OF THE CITY OF MISHAWAKA, INDIANA.
Rezone Two Parcels Total of 1.81 acres from C-1 General Commercial to C-7 Automobile Oriented Restaurant Commercial – 5055 & 5603 Grape Rd

Mr. Mammolenti reported the Committee of Land Use Planning recommended this proposed ordinance should be adopted. This was signed by the entire committee upon a second by Mr. Compton motion carried. A roll call vote was held for the Committee Report.

Vote: Motion carried by unanimous roll call vote (summary: Yes = 9).
Yes: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh. The committee report passed 9-0.

Mike Huber, Abonmarche Consultants, spoke in favor of **PROPOSED ORDINANCE NO. 2021-01**. Mr. Huber stated their clients GW Properties also attended the meeting virtually in case the council had questions specifically for them. Mr. Huber stated they own the two properties surrounding the ABC Warehouse property, the property adjacent to the north where the fitness center used to be and the property adjacent to the south where the bookstore was. Mr. Huber stated they are wanting to help revitalize that strip plaza which had begun to have issues with some of the use there. Mr. Huber stated part of their strategy was to create to new out lots in the front which will front Grape Road for the purpose of having drive-thru restaurants in the two out lots. Mr. Huber stated they would like to rezone to allow for the uses of the drive-thru restaurants and they knew that there were at least 3 other C-7 drive through uses in the Grape Road corridor north of Douglas Road, including the Steak-n-Shake immediately to the South. Mr. Huber stated they believed it would fit with the zoning of the corridor and it would drive some traffic into that plaza to try to bring it back to life. Mr. Huber stated they were working with the Engineering office to try to find the best entrance access off of Grape Road and are negotiating it with the property owners surrounding the area. Mr. Huber stated they were contacted by the apartment complex behind them and they had issues with the potential redevelopment of the north property where it would be close to the apartments. Mr. Huber stated they would make sure they are in contact with them during through the site development process when that comes to make sure that they mitigate any impacts that could be on the property.

Mrs. Voelker stated the site needed new life and it would be wonderful if the company would redevelop it. Mrs. Voelker asked if there would be landscaping between Grape Road and the restaurants softening the look. Mr. Huber stated they would meet all of the requirements of the current city zoning ordinance which would require front landscaping separating to separate between that area. Mrs. Voelker asked if he would have any idea what would occur behind with the other two buildings. Mr. Huber stated he did not, but he believed getting the area rezoned and hopefully that would make the other spaces behind that much more marketable.

Mr. Hixenbaugh asked if there were any specific information about which restaurants would be occupying the space. Mr. Huber stated it could potentially be a Taco Bell and did not know about the other one yet.

Question was called for at 7:11 P.M. **Vote: Motion carried by unanimous roll call vote (summary: Yes = 9).Yes: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh.** Thus, it becomes **Ordinance No. 5735**

<u>PROPOSED ORDINANCE NO. 2021-02</u>

AN ORDINANCE AMENDING CHAPTER 137 OF THE MUNICIPAL CODE OF THE CITY OF MISHAWAKA, INDIANA, AS FROM TIME TO TIME AMENDED, COMMONLY KNOWN AS "THE ZONING ORDINANCE OF 1966" OF THE CITY OF MISHAWAKA, INDIANA.
PUD Amendment to allow Fuel Pumps & Convenience Store with parking reduction – 520 Bittersweet – SE. Corner of Bittersweet & Vistula (Petitioner Requesting Postponement)

The chair entertained a motion to postpone second reading and public hearing on PROPOSED ORDINANCE 2021-02 indefinitely at the request of the petitioner and the petitioner's legal counsel. The motion was moved by Mr. Compton and seconded by Mr. Mammolenti, thus a roll call vote was hold.

Vote: Motion carried by unanimous roll call vote (summary: Yes = 9).
Yes: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh. The motion passed 9-0.

Mr. Mammolenti outline details regarding the upcoming zoom meeting, per Mr. Hixenbaugh's request. Mr. Mammolenti stated the developer and the team of their attorneys would be holding an informational meeting that would allow residents in the general vicinity to ask questions or express concerns. Mr. Mammolenti stated that zoom meeting would take place February 10, 2021 at 7PM via zoom. Mr. Mammolenti stated the meeting ID number was 97173362565 and the passcode was 562355. Mr. Mammolenti also thanked Mr. Hixenbaugh and Mr. Hazen for their efforts in communicating and orchestrating the meeting.

<u>PROPOSED ORDINANCE NO. 2021-07</u>

AN ORDINANCE AMENDING CHAPTER 58 OF THE MUNICIPAL CODE OF THE CITY OF MISHAWAKA, INDIANA AS FROM TIME TO TIME AMENDED COMMOMLY REFERRED TO AS "THE TRAFFIC CODE".
Amending the Municipal Code of the Traffic Code – Municipal Lot No. 3 on First & Church Street (Petitioner Requesting Amendment)

Mr. Mammolenti reported the Committee of Public Health and Safety recommended this proposed ordinance should be adopted. This was signed by the entire committee upon a second by Mr. Compton motion carried. A roll call vote was held for the Committee Report.

Vote: Motion carried by unanimous roll call vote (summary: Yes = 9).
Yes: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh. The Committee Report passes 9-0.

Pat Hinkle, Corporation Counsel for the City of Mishawaka, spoke on the amendment requested by the petitioner. Mr. Hinkle stated the amendment was initiated to clean up the language of the ordinance and make it clear that the people who have a special parking permit could still park in the lot between the hours of 12AM to 6AM. Mr. Hinkle stated there was no parking between that time frame, except for exclusive reserved parking space permits. Mr. Hinkle stated the current ordinance stated with respect to lot 3, ‘two-hour parking only except for exclusive reserved parking space permits’ and this would eliminate the two-hour parking only between 12AM and 6AM. Mr. Hinkle stated the reason they were doing this was because they had problems in that parking lot in the past with crimes being committed early in the morning.

Mr. Hixenbaugh asked to take care of the amendment before Mr. Hinkle finished his presentation. The chair entertained a motion to amend the proposed ordinance as explained by corporation counsel. The motion was move by Mr. Compton and seconded by Mr. Banicki.

Mrs. Voelker asked if the ordinance in front of her was the amended version of the ordinance. Clerk Block stated they should see the old ordinance along with the new ordinance. Mr. Hixenbaugh stated the packet for this meeting would reflect Mr. Hinkle’s proposed amendment.

A roll call vote was held for the proposed amendment.

Vote: Motion carried by unanimous roll call vote (summary: Yes = 9).
Yes: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh. The amendment passed 9-0.

Pat Hinkle, Corporation Counsel for the City of Mishawaka, continued his presentation. Mr. Hinkle stated they wanted to close parking for this lot in the desired time frame, because of the law enforcement problems they had been having and had an inordinate amount of police calls to the downtown area during those hours, in response to problems that have occurred in that parking lot and the bar adjacent to it. Mr. Hinkle stated the idea was that if they have the authority to close the lot, the police can then ticket vehicles parked there after midnight, move their vehicles and it would encourage individuals to go home as opposed to all of the bad things that have happened there. Mr. Hinkle stated as a result, the city had police officers on duty at that shift congregating towards that area at around that time of night so they would be there to assist other officers in the event an altercation was to occur. Mr. Hinkle concluded stating that was the reason for the amendment to the parking ordinance.

Mr. Emmons asked how they intend to close the parking lot and keep people from parking in that area. Mr. Hinkle stated they would put a sign there and the police would ticket the vehicles to be towed away. Mr. Hinkle also stated he would leave that up to the police department to decide how best to enforce it. Mr. Hinkle stated they could close the entrances to the lot, but the underlying issue would be individuals who have the reserved parking space permits are allowed to park there at any time. Mr. Hinkle added he had looked to see what time other establishments in that area closed and they had been closed long before the 12AM to 6AM timeframe. Mr. Hinkle stated the owner of Doc Pierce's had no problem with this amendment.

Mrs. Voelker asked if he had spoken to the Table 97 owner. Mr. Hinkle stated he had not. Mr. Hinkle also stated the other problem was vandalism of vehicles and a gentleman from Mishawaka Antiques had his window broken out on his van one evening. Mr. Hinkle stated there had been numerous police calls from Smith's Downtown on Lincolnway East. Mr. Hinkle stated patrons of this establishment tended to use this area and had been seen coming in and out of the parking lot, along with video from Doc Pierce's coming out of Smith's Downtown and involved in altercations in that parking lot. Mr. Hinkle stated they had problems with fights breaking out inside the bar as well and people leaving the bar with the fights continuing in areas around the bar along with in the parking lot.

Mr. Emmons asked how the police will be notified of the cars that have the parking permit. Mr. Hinkle stated the permit would be marked on the car. Mr. Emmons also asked if Smith's Downtown were to go out of business, would that parking lot still be closed from 12AM to 6AM. Mr. Hinkle stated he did not know and that would be up to Mayor Wood and Chief Witkowski would decide.

Mr. Compton thanked Mr. Hinkle for doing this. Mr. Compton made a recommendation that would have been stronger than this after one of the incidents, but he believed this would work. Mr. Compton stated this going into effect at midnight would not impact any other businesses around it and it would send a signal to any new businesses coming in the area that they could not deal with that. Mr. Compton asked when Mr. Hinkle stated 'if they were allowed to do this' if he meant as far as the council or if there were some other concern. Mr. Hinkle meant if the council passed the amendment. Mr. Compton appreciated what they were doing.

Mrs. DeMaegd asked what the hours of operation were for Smith's Downtown. Mr. Hinkle stated they claim they close at 2AM, but he was not sure if they actually closed at that time. Mr. Hinkle stated they usually close around that time and the owner had stated at 1:30AM they close the upstairs and at 2AM they close the downstairs, but the calls the police were receiving had been occurring at that time or later. Mrs. DeMaegd asked if this was happening daily or just Friday and Saturday nights. Mr. Hinkle stated it had been occurring Friday and Saturday nights mostly.

Mr. Mammolenti asked if they had received many complaints from the residents who own the permit that their spot had been taken. Mr. Hinkle stated they had not. Mr. Mammolenti agreed this would solve the parking issue, but he did not believe this would solve the issue as far as fighting and other crime. Mr. Mammolenti asked what would happen if the occurrences were to persist in this parking lot once it was closed for permit only. Mr. Hinkle gave background on the situation and stated one of the problems they had with the Alcohol & Tobacco Commission was that Smith's stated that was not their parking lot, they did not control what happened in that parking lot and it was the city's job to control the parking lot. Mr. Hinkle stated the city then took action with this amendment. Mr. Hinkle stated you could not stop these individuals from fighting entirely, but at the least their cars would be gone and they could go home to lessen the odds of it occurring. Mr. Hinkle stated it was in response to an argument made by Smith's against the city in front of the commission and also in response to a suggestion made by one of the excise officers with the Alcohol & Tobacco Commission. Mr. Hinkle stated a lot of the incidents were occurring in all areas inside and outside of the bar and this was one area they could implement some action to decrease the likelihood that problems occur in the downtown area at night. Mr. Hinkle added the bar had never said to the city they would close at midnight and had insisted on being open late. Mr. Mammolenti followed up asking if changes in music themes and other aspects had occurred to help prevent these incidents. Mr. Hinkle stated the owner said he had by getting rid of certain programs. Mr. Mammolenti asked if they had seen a decrease in the calls of service. Mr. Hinkle stated they had not seen a decrease and had two calls this past weekend or the weekend before and Monday morning they receive reports from Lieutenant Reppert about what happened at Smith's over the weekend and the police were getting tired of it as well. Mr. Hinkle stated it was a rowdy bunch and they do not have that at the other bars downtown.

Mrs. DeMaegd asked if they do close this lot, would there be restrictions as far as parking on Main Street. Mr. Hinkle stated he did not believe you could park longer than two hours on the street. Clerk Block stated it was after 5 o clock you could park there and stated they would look into it.

Mr. Compton stated the issue was a city parking lot and a responsibility they had for that parking lot. Mr. Compton stated the owner may not like it, but it made sense. Mr. Compton stated the lot belonged to the city, not them, and they needed to patrol the lot. Mr. Compton stated he did not agree with that argument completely, but there was some credence to it. Mr. Compton stated as far as parking on the street, that was completely different and was not as the same as the parking lot argument. Mr. Compton thought starting this at midnight would be step 1 and if it did not work, they would cross that bridge when they got there. Mr. Compton stated this would stop some problems to a certain degree.

Mr. Emmons asked if Smith's Downtown had security of any kind at their events. Mr. Hinkle stated the owner told him they had bouncers. Mr. Emmons asked if specifically, there were law enforcement, policemen off duty or a county sheriff present. Mr. Hazen stated he spoke with Chief Witkowski and it had gotten so bad that they don't let them provide security at Smith's. Mr. Hazen stated they were afraid of officers getting hurt and there are no Mishawaka police there or the county either.

Mr. Hazen stated the way he looked at this was a tool to help the police try to control this area more. Mr. Hazen stated they cannot control where the patrons go as far as if they move to Main Street or the library parking lot and unfortunately, the ultimate goal would be try to shut them down and revoke their liquor license. Mr. Hazen concluded stating they had not been good neighbors for a long time and that process was still evolving.

Mr. Hixenbaugh thanked Mr. Hinkle for his work in regard to this issue, not only with the ordinance but also with regard to the separate actions he had taken. Mr. Hixenbaugh stated they had a lot of conversation, for obvious reasons, about the relationship between this ordinance and a particular business located downtown. Mr. Hixenbaugh stated this raised the question if it were really appropriate for the council to take action that is being purposed based upon one certain circumstance. Mr. Hixenbaugh asked if it were accurate that when comparing this parking lot to other municipal owned parking lots throughout the downtown or owned anywhere in Mishawaka by the city, that there was an inordinate number of police calls, problems and acts of violence that took place at this location as opposed to other locations under their control. Mr. Hinkle answered his understanding was yes. Mr. Hixenbaugh asked if this would be a matter of concern to the city in respective of whether there was a nexus between those problems and the particular business. Mr. Hinkle stated that was correct. Mr. Hixenbaugh asked if Mr. Hinkle would agree with him that this was a matter that added general application and supports public health and safety in the city of Mishawaka without worrying about the impact on any particular business as such. Mr. Hinkle agreed with that. Mr. Hixenbaugh stated the action they took that evening would have no impact on the actions taken separately through the regulatory process for alcohol licenses and that would precede on a separate path they would take that evening. Mr. Hixenbaugh thanked Mr. Hinkle and stated he would be in favor of them continuing to monitor these types of circumstances no matter where they would occur and this was the low hanging fruit and the most obvious one to begin with. Mr. Hixenbaugh stated they ought to take a look at their other municipal lots and take a similar action if necessary to do so. Mr. Hixenbaugh concluded appreciating the limitation that was built in to allow for those who rent the spaces from the city to be able to have ongoing access and thanked Mr. Hinkle.

Ryan Smith, owner of Smith's Downtown, stated he did not know what the ordinance was, but he was notified of it and wanted to speak on it. Mr. Smith stated he wanted to know what the ordinance was about and would answer any questions.

Mr. Hixenbaugh stated typically, this would not be an opportunity for people to come to the podium and pose questions to the council, but he allowed Mr. Smith the opportunity and summarized the ordinance once again for him. Mr. Hixenbaugh asked if Mr. Smith had additional comments. Mr. Smith stated his customers are usually at his establishment until 2 AM and he also heard Absolutely would be opening up and they would be open until 1 AM on weekends and the ordinance would impact their business as well.

Mr. Mammolenti asked how full the parking lot is on normal weekend evening. Mr. Smith stated it would be about half full. Mr. Mammolenti asked if they parked there because it was close to his establishment or because there was no other parking available. Mr. Smith stated all kinds of people park there who go around to the neighboring bars such as the Shine Bar and Absolutely and not just his patrons. Mr. Smith stated employees also use that lot who would be there later hours. Mr. Mammolenti asked if it would be a major hindrance if the parking lot was restricted. Mr. Smith stated it would deter business for anyone who runs a late business. Mr. Smith also stated individuals having people over to the neighboring apartments would cause problems.

Mr. Hixenbaugh stated after reading the newspaper articles about Mr. Smith's business was at least in the articles, would he agree that there acts of violence that took place in that parking lot.

Mr. Smith stated there were such instances, but had not had many issues up until this last year. Mr. Smith stated they had issues with different promoters and made adjustments to follow along with the city. Mr. Hixenbaugh asked if he agreed if there had been violent incidents that took place in the parking lot. Mr. Smith agreed with that. Mr. Hixenbaugh asked if he would agree that those acts of violence took place after 12 AM. Mr. Smith stated yes. Mr. Hixenbaugh asked if he agreed that there was on street parking on Lincolnway on both sides of the street. Mr. Smith agreed and stated there are about 4 spots in front of the building. Mr. Hixenbaugh asked if he agreed that there were spots open on Main Street directly around the corner on both sides of the street. Mr. Smith agreed. Mr. Hixenbaugh asked if there were also parking on the far Northside of the block on the CVS street and the block they are located on. Mr. Smith agreed. Mr. Hixenbaugh asked if he were aware there was a parking garage built down at the Mill. Mr. Smith stated none of his patrons would park down there. Mr. Hixenbaugh asked again if he were aware of parking spots there and land lots located throughout town. Mr. Smith stated he believed so. Mr. Hixenbaugh asked if Mr. Smith heard him indicate earlier that the lot in question would be open for his patrons and anyone else wishing to park there until 12AM. Mr. Smith stated when he had come in Mr. Hixenbaugh told him what the ordinance said. Mr. Hixenbaugh stated if he knew the lot would be open for the entirety of the day before and after the hours of 12AM to 6AM to visit his business or any other business. Mr. Smith stated he did know. Mr. Hixenbaugh stated it was his understanding that their police department has declined the opportunity for off duty officers to work as security officers at his establishment. Mr. Smith stated that was accurate. Mr. Hixenbaugh thanked Mr. Smith for his answers.

Mr. Compton thanked Mr. Smith for coming down for the meeting and appreciated his predicament but stated they had a responsibility for the safety of the individuals in that lot. Mr. Compton stated that this was not personal, but most of the actions that had happened in that lot had come from his patrons and they felt they needed to do something and would act as a tool for the police to react, as Mr. Hazen put it. Mr. Compton stated the police did not have much they could do and believed this would be a better and more structured way to handle this. Mr. Compton stated this was their way of trying to deal with the issues taking place that late at night. Mr. Compton stated he made a good point with individuals having friends over and Mr. Hinkle would hear him out on that. Mr. Compton concluded stating this is what they felt like needed to be done and this was why the ordinance was in front of them. Mr. Compton thanked Mr. Smith.

Question was called for at 7:56PM for **PROPOSED ORDINANCE NO. 2021-07AA**
Vote: Motion carried by unanimous roll call vote (summary: Yes = 9).
Yes: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh. Thus, it becomes **ORDINANCE NO. 5736.**

NEW BUSINESS

Clerk Block announced the Mayor requested the State of the City be given to the council on March 2, 2021 and they would need to suspend council rules.

The chair entertained a motion to suspend council rules and grant the Mayor's request to receive the State of the City Address on March 2, 2021 at a location to be determined in the future. The motion was moved by Mr. Compton and seconded by Mr. Mammolenti, thus a roll call vote took place.

Vote: Motion carried by unanimous roll call vote (summary: Yes = 9).
Yes: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh. The motion passed 9-0.

Mr. Hixenbaugh stated based upon a conversation had in the pre meeting and the practice among local school corporations to hold spring break during the first week of April and with the first meeting of April to fall during spring break, the chair made a motion to change the date of the first regular council meeting from Monday April 5, 2021 to Monday April 12, 2021. The motion was made by Mr. Emmons and seconded by Mr. Mammolenti and a roll call vote was held.

Vote: Motion carried by unanimous roll call vote (summary: Yes = 9).
Yes: Mrs. DeMaegd, Mr. Banicki, Mr. Hazen, Mr. Mammolenti, Mr. Emmons, Mr. Bellovich, Mr. Compton, Mrs. Voelker, Mr. Hixenbaugh. The motion passed 9-0.

Mr. Emmons thanked Mr. Hinkle and Mr. Prince for their contributions on the development over on 6^{th} Street with Pipers. Mr. Emmons stated he knew they would vote on it the next regular meeting and he was very happy along with a number of the residents. Mr. Emmons hoped the cars would soon be cleared out of the area and hopefully next meeting the council would have all of the necessary info. Mr. Emmons thanked Mr. Hinkle once again for all of his work to get this problem solved that had been occurring for a number of years.

Mr. Hixenbaugh thanked Mr. Hinkle and Mr. Prince and also acknowledge Mr. Trippel for his lead on drafting the ordinance in front of the council. Mr. Emmons thanked Mr. Hixenbaugh for bringing that up.

Mr. Hixenbaugh announced on February 8^{th} at 6PM, the council would be conducting an informational meeting on TIF bonds and local stimulus programs the administration has. Mr. Hixenbaugh stated the meeting would be broadcasted remotely and they look forward to an interesting evening with a presentation from Mr. Prince.

ADJOURNMENT 8:02PM

Deborah S. Block /s/	Gregg A. Hixenbaugh /s/
Deborah S. Block, IAMC, MMC, City Clerk	Gregg A. Hixenbaugh, President

City of Mishawaka

DAVID A. WOOD, MAYOR **DEPARTMENT OF CITY PLANNING**

RECEIVED
DEBORAH S. BLOCK, MMC
FEB 10 2021
CITY CLERK
MISHAWAKA, IN

February 10, 2021

Honorable Members of the Common Council
City of Mishawaka, Indiana

RE: Plan Commission Recommendation
February 9, 2021, Public Hearing
Certification of Proposed Ordinance

Honorable Members:

A regular meeting of the Mishawaka Plan Commission was held on the above referenced date at which time the following proposed ordinance was considered:

PETITION #21-01 A petition submitted by RUDRA Twenty Six LLC requesting to rezone 1333 Lincolnway East from C-4 Automobile Oriented Commercial District to C-1 General Commercial District.

The Commission, with a vote of 7-0, recommended approval.

Pursuant to I.C. 36-7-4-605 the Mishawaka Plan Commission hereby certifies to the Mishawaka Common Council the attached proposed ordinance regarding the above matter.

Respectfully,

Kari Myers

Kari Myers, Administrative Planner
Secretary, Mishawaka Plan Commission

cc: Mike Huber

City Hall, 600 East Third Street, Mishawaka, IN 46544-2241 (574) 258-1625 FAX (574) 968-6999
E-mail planning @ Mishawaka.in.gov

STAFF REPORT

Location:	Southwest Corner of Lincoln Way East & S. Byrkit Avenue - 1333 Lincoln Way East
Date:	February 9, 2021
Petition:	21- 01
Prepared By:	DJS

GENERAL INFORMATION

Applicant:	RUDRA Twenty Six LLC / Abonmarche Consultants, Inc.
Status:	Property Owner / Site Design Consultant
Request:	To rezone from C-4 Auto Oriented Commercial District to C-1 General Commercial District to allow for the construction of a laundromat and commercial office
Zoning Classification:	C-4 Auto Oriented Commercial
Lot Size:	0.11 acres (0.23 acres total with the adjacent applicant owned parcel to the east – 1335 Lincoln Way East)
Applicable Regulations:	Section 137-300 thru 137-303 / C-1 General Commercial District & Section 137-41 / Amendments to the Zoning Map

SPECIAL INFORMATION

Area Development Pattern:	North:	R-1 Single Family Residential (Residential), C-1 General Commercial (Residential & Restaurant / Subway), & C-4 Auto Oriented Commercial (Convenience Store with Fuel Pumps / Lucky Mart - Phillips 66)
	South:	R-1 Single Family Residential (Residential) & C-1 General Commercial (Residential)
	East:	C-1 General Commercial District (Tobacco Store / Low Bob's & Residential)
	West:	R-1 Single Family Residential (Residential)
Thoroughfare:	Lincoln Way East & S. Byrkit Avenue	
School District:	School City of Mishawaka	
Township:	Penn	
Public Utilities:	All utilities are available and will be connected to the site at the expense of the developer.	
Comprehensive Plan:	General Commercial (Retail Sales & Shopping Centers)	

ANALYSIS

The Petitioner, RUDRA Twenty Six LLC, is requesting to rezone a 0.11 acre parcel located at 1333 Lincoln Way East from C-4 Auto Oriented Commercial to C-1 General Commercial to allow for the construction of a two tenant commercial building. A laundromat and unidentified office use are proposed for the new building.

The parcel to be rezoned (Tax Parcel 016-1035-1466) is occupied by vacant two-story house with a detached garage both built in the early 1920s. In 1962, the property was rezoned to the C-4 Commercial District, but was never utilized for commercial purposes. Prior to 1986, single-family residential use was permitted in many of the city's commercial districts. The property was acquired by the Petitioner in November 2020. An adjacent 0.12 acre parcel at the corner of Lincoln Way East and S. Byrkit Avenue (1335 Lincoln Way East / Tax Parcel 016-1035-1467) was purchased by the Petitioner in May 2020. This property is currently zoned C-1 General Commercial and includes a vacant 2,400 sq. ft. commercial building originally constructed in 1965. The building was most recently occupied by Liberty Tax Service. With the proposed redevelopment of both properties, all existing improvements will be razed.

Although a down zoning is not required for the proposed use, Planning Staff recommended the property be rezoned to a less intensive commercial district to omit automobile-related uses, including but not limited to, automobile sales/service and car washes. Rezoning to the C-1 District will also result in same zoning classification for each of the Petitioner-owned parcels.

Per the preliminary site plan submitted with the rezoning petition, the Petitioner is proposing to construct a one-story 2,000 sq. ft. commercial building, an eight (8) space parking lot, and other required infrastructure (access drives, stormwater drainage system, landscaping, etc.). Access to the new building is proposed via a single drive from S. Byrkit Avenue. Uncontrolled access along the entire Lincoln Way East and S. Byrkit Avenue frontage is currently permitted for the existing commercial building. A single point of access, as proposed, will provide a safer and more efficient means of ingress/egress. Landscaping and screening shall comply with the commercial landscaping and C-1 General Commercial District requirements.

The preliminary site plan shows the intent to comply with the required height, area and developmental regulations for the C-1 General Commercial District. If any variances from these regulations are required, the Board of Zoning Appeals shall be petitioned when the final site plan is submitted.

It should be noted that the site plan includes an additional 500 sq. ft. of building area which is currently not feasible due to the size limitations of the property and the required number of off-street parking spaces. Parking spaces are required at a rate of one (1) space per 1,000 sq. ft. of gross floor area. Thus for a 2,000 sq. ft. building, a total of eight (8) off-street parking spaces must be provided. Staff would consider supporting a developmental variance for a reduction in parking dependent on the anticipated parking demand for the future tenant mix.

With this petition, the property owner is only seeking to rezone one of the two parcels proposed for redevelopment. If approved, a detailed final site plan shall be submitted for Staff review and Plan Commission approval prior to construction. The final site plan shall address storm drainage, grading, utilities, landscaping, soil erosion control, and all other required improvements pertinent to the proposed development.

Since the property is currently zoned for commercial use and located along the highly travelled Lincoln Way East corridor, Planning Staff supports the request for rezoning. The proposed two tenant commercial building is not out of character, and with the required landscaping and screening, is compatible with the existing adjacent land uses. The proposed use is also consistent with the historical uses and recommended use per the comprehensive plan.

The Building, Fire, Electric, and Water Departments have reviewed and approved the rezoning request providing no additional comments.

The Engineering Department had no comments related to the rezoning petition but provided the following comments to be addressed with the final site plan:

1. Remove the proposed on-street parking spots as it appears the parking space requirement can be met on-site.
2. Provide sidewalk connectivity to the site from Lincoln Way East and S. Byrkit Avenue.

3. Stormwater management shall be handled on site for a 100 year, 24 hour storm event.
4. Utilize S. Byrkit Avenue sanitary sewer lateral and abandon the Lincoln Way East lateral.

RECOMMENDATION

Staff recommends in **favor** of rezoning Petition 21-01 to rezone a 0.11 acre parcel at 1333 Lincoln Way East from C-4 Auto Oriented Commercial to the C-1 General Commercial to allow for the construction of a two tenant commercial building. This recommendation is based on the following findings of fact:

1. Existing Conditions – The subject property consists of a vacant single-family residential structure with a detached accessory structure and is located near the Lincoln Way East and S. Byrkit Road intersection. Lincoln Way East is a highly travelled corridor providing major east-west access through the City of Mishawaka and South Bend. Adjacent land uses include single-family residences, a restaurant without drive-thru, and a convenience store with fuel pumps to the north; a tobacco retailer and a single-family residence to the east; and single-family residences to the south and west.

2. Character of Buildings – The character of the buildings in the area are predominantly commercial and single-family residential.

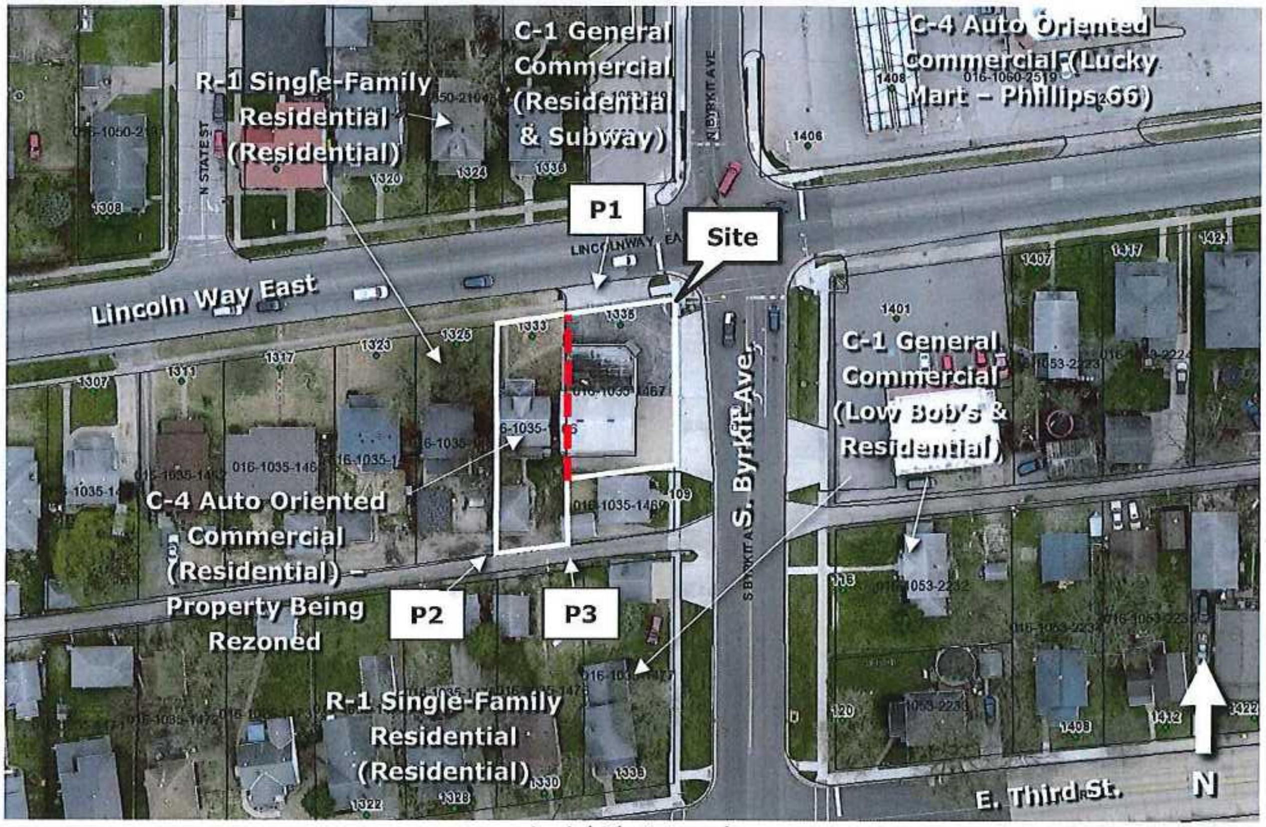
3. The most desirable/highest and best use – Because of the property's location and existing commercial zoning, the most desirable use of the property is commercial. Although single-family residential properties are adjacent to the west and south, the high traffic volume along Lincoln Way East makes long term use of the current commercially zoned property undesirable for continued residential purposes. Furthermore, a majority of the adjacent properties are currently zoned for commercial use.

4. Conservation of property values – The proposed rezoning should not be injurious to property values in the surrounding area as the existing C-4 Auto Oriented Commercial zoning classification permits commercial use of the property. Landscaping and screening will be required per the C-1 General Commercial District to adequately buffer the proposed use from the adjacent residential properties.

5. Comprehensive Plan – The 2000 Mishawaka Comprehensive Plan, created in 1990, guided general commercial development within this property. The proposal is consistent with the Comprehensive Plan.

ATTACHMENTS

Aerial Photograph, Photographs, Petition, Preliminary (Feasibility – Option C) Site Plan, Location Map



Aerial Photograph
Existing Single Family Residence (1333 Lincoln Way East) & Adjacent
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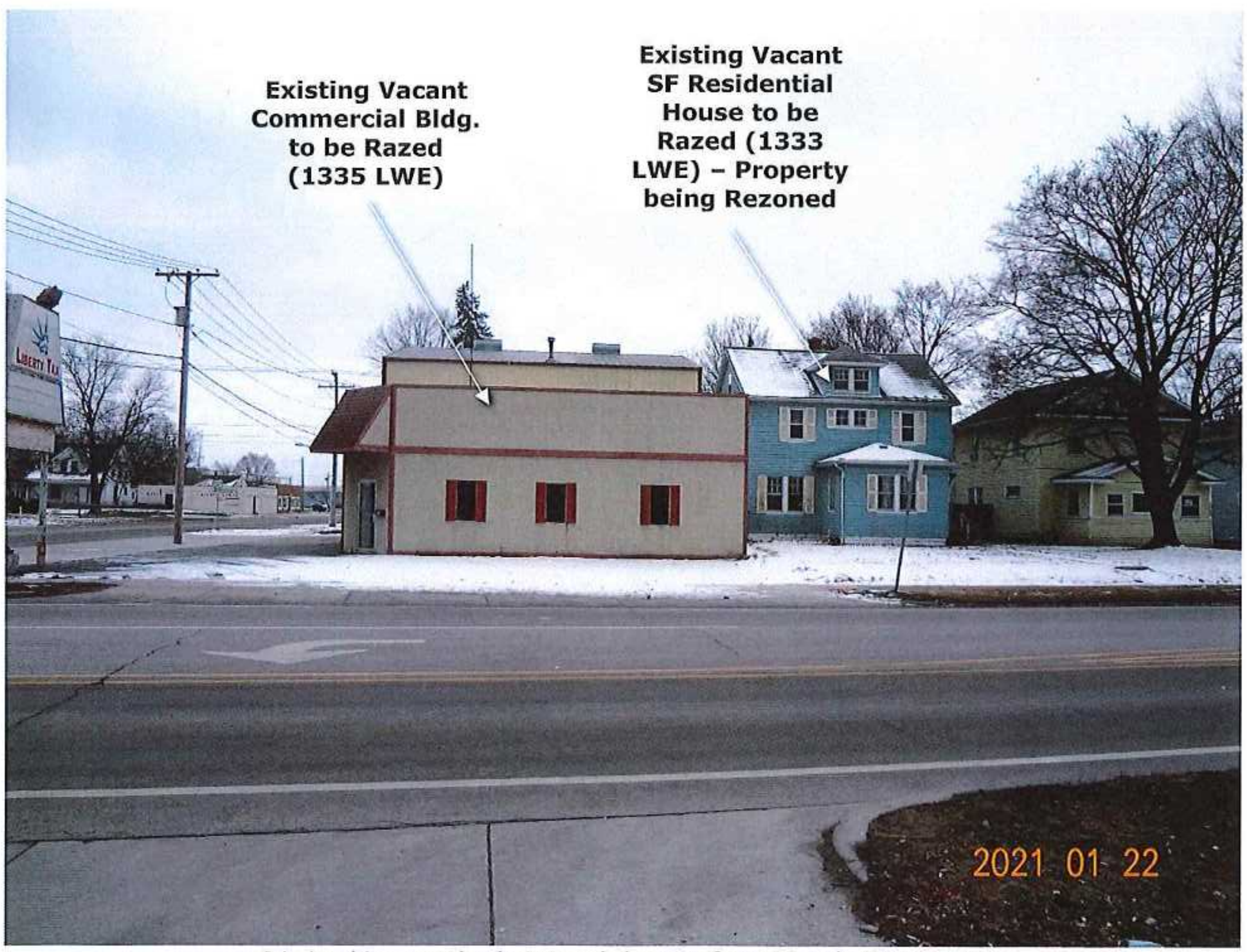

P1. Looking southerly toward the site from Lincoln Way East.

P2. Looking northeasterly toward the existing house and detached garage from the alley to the south.

P3. Looking northerly toward the existing house and detached garage from the alley to the south.

RECEIVED
DEBORAH S. BLOCK, MMC

FEB 10 2021

CITY CLERK
MISHAWAKA, IN

1st Reading 2-15-21
2nd Reading
Passed
Failed
Continued To

PETITION 21-01

CITY OF MISHAWAKA, INDIANA

PROPOSED ORDINANCE NO. 2021-10

ORDINANCE NO. ______

AN ORDINANCE AMENDING CHAPTER 137, OF THE MUNICIPAL CODE OF THE CITY OF MISHAWAKA, INDIANA, AS FROM TIME TO TIME AMENDED, COMMONLY KNOWN AS "THE ZONING ORDINANCE OF 1966" OF THE CITY OF MISHAWAKA, INDIANA.

WHEREAS, the Plan Commission of the City of Mishawaka, Indiana, has recommended the reclassification of the zoning as herein set forth of the real estate hereinafter described.

NOW, THEREFORE, BE IT ORDAINED BY THE COMMON COUNCIL OF THE CITY OF MISHAWAKA, INDIANA, that:

Section 1. Chapter 137, of the Municipal Code of the City of Mishawaka, commonly known as "The Zoning Ordinance of 1966", be, and the same is hereby amended as follows:

The following described real estate in the City of Mishawaka, Penn Township, St. Joseph County, State of Indiana, to-wit:

A tract of land 40 feet in width, East and West, taken off of and from the entire West side of Lot numbered Two (2) as shown on the plat of Campbell's Plat to the City of Mishawaka, recorded June 29, 1904, in the Office of the Recorder of St. Joseph County, in Plat Book 8, pages 172-173.

COMMON ADDRESS: 1333 Lincolnway East

which real estate is now classified as C-4 Automobile Oriented Commercial District shall hereafter be within and a part of that District known as C-1 General Commercial District designated in "The Zoning Ordinance of 1966" as amended.

Section 2. The Common Council of the City of Mishawaka, Indiana, hereby finds that:

1. Existing Conditions – The subject property consists of a vacant single-family residential structure with a detached accessory structure and is located near the Lincoln Way East and S. Byrkit Road intersection. Lincoln Way East is a highly travelled corridor providing major east-west access through the City of Mishawaka and South Bend. Adjacent land uses include single-family residences, a restaurant without drive-thru, and a convenience store with fuel pumps to the north; a tobacco retailer and a single-family residence to the east; and single-family residences to the south and west.

2. Character of Buildings – The character of the buildings in the area are predominantly commercial and single-family residential.

Proposed Ordinance No: 2021-10

Ordinance No: ____________________

3. The most desirable/highest and best use – Because of the property's location and existing commercial zoning, the most desirable use of the property is commercial. Although single-family residential properties are adjacent to the west and south, the high traffic volume along Lincoln Way East makes long term use of the current commercially zoned property undesirable for continued residential purposes. Furthermore, a majority of the adjacent properties are currently zoned for commercial use.

4. Conservation of property values – The proposed rezoning should not be injurious to property values in the surrounding area as the existing C-4 Auto Oriented Commercial zoning classification permits commercial use of the property. Landscaping and screening will be required per the C-1 General Commercial District to adequately buffer the proposed use from the adjacent residential properties.

5. Comprehensive Plan – The 2000 Mishawaka Comprehensive Plan, created in 1990, guided general commercial development within this property. The proposal is consistent with the Comprehensive Plan.

Section 3. This Ordinance shall be in full force and effect from and after its passage, due attestation and legal publication.

PASSED by the Common Council of the City of Mishawaka, Indiana, this _________day of ____________________, 2021, at ________ o'clock ___.M.

____
Presiding Officer
Gregg A. Hixenbaugh

ATTEST:

____
Deborah S. Block, IAMC, MMC, City Clerk

PRESENTED by me to the Mayor this ________ day of __________________, 2021, at ________ o'clock ____.M.

____
Deborah S. Block, IAMC, MMC, City Clerk

APPROVED by me this __________ day of _________________, 2021, at ________o'clock ____.M.

____
David A. Wood, Mayor

STAFF REPORT

Location:	Southwest Corner of Lincoln Way East & S. Byrkit Avenue - 1333 Lincoln Way East	Date:	February 9, 2021
Petition:	21- 01	Prepared By:	DJS

GENERAL INFORMATION

Applicant:	RUDRA Twenty Six LLC / Abonmarche Consultants, Inc.
Status:	Property Owner / Site Design Consultant
Request:	To rezone from C-4 Auto Oriented Commercial District to C-1 General Commercial District to allow for the construction of a laundromat and commercial office
Zoning Classification:	C-4 Auto Oriented Commercial
Lot Size:	0.11 acres (0.23 acres total with the adjacent applicant owned parcel to the east – 1335 Lincoln Way East)
Applicable Regulations:	Section 137-300 thru 137-303 / C-1 General Commercial District & Section 137-41 / Amendments to the Zoning Map

SPECIAL INFORMATION

Area Development Pattern:	North:	R-1 Single Family Residential (Residential), C-1 General Commercial (Residential & Restaurant / Subway), & C-4 Auto Oriented Commercial (Convenience Store with Fuel Pumps / Lucky Mart - Phillips 66)
	South:	R-1 Single Family Residential (Residential) & C-1 General Commercial (Residential)
	East:	C-1 General Commercial District (Tobacco Store / Low Bob's & Residential)
	West:	R-1 Single Family Residential (Residential)
Thoroughfare:	Lincoln Way East & S. Byrkit Avenue	
School District:	School City of Mishawaka	
Township:	Penn	
Public Utilities:	All utilities are available and will be connected to the site at the expense of the developer.	
Comprehensive Plan:	General Commercial (Retail Sales & Shopping Centers)	

ANALYSIS

The Petitioner, RUDRA Twenty Six LLC, is requesting to rezone a 0.11 acre parcel located at 1333 Lincoln Way East from C-4 Auto Oriented Commercial to C-1 General Commercial to allow for the construction of a two tenant commercial building. A laundromat and unidentified office use are proposed for the new building.

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3. Stormwater management shall be handled on site for a 100 year, 24 hour storm event.
4. Utilize S. Byrkit Avenue sanitary sewer lateral and abandon the Lincoln Way East lateral.

RECOMMENDATION

Staff recommends in **favor** of rezoning Petition 21-01 to rezone a 0.11 acre parcel at 1333 Lincoln Way East from C-4 Auto Oriented Commercial to the C-1 General Commercial to allow for the construction of a two tenant commercial building. This recommendation is based on the following findings of fact:

1. Existing Conditions – The subject property consists of a vacant single-family residential structure with a detached accessory structure and is located near the Lincoln Way East and S. Byrkit Road intersection. Lincoln Way East is a highly travelled corridor providing major east-west access through the City of Mishawaka and South Bend. Adjacent land uses include single-family residences, a restaurant without drive-thru, and a convenience store with fuel pumps to the north; a tobacco retailer and a single-family residence to the east; and single-family residences to the south and west.

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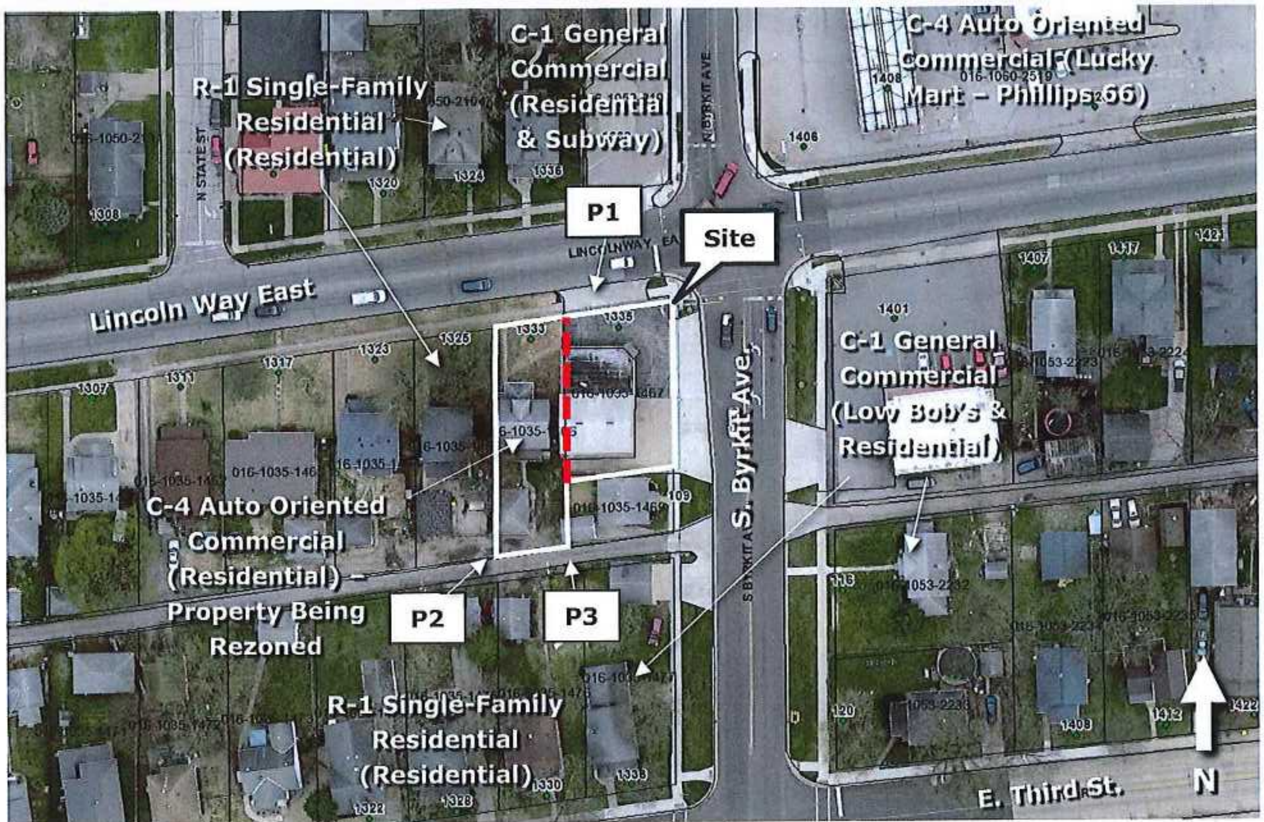

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P1. Looking southerly toward the site from Lincoln Way East.

P2. Looking northeasterly toward the existing house and detached garage from the alley to the south.

P3. Looking northerly toward the existing house and detached garage from the alley to the south.

ABONMARCHE

Engineering • Architecture • Land Surveying

RECEIVED
DEBORAH S. BLOCK, MMC
JAN 27 2021
CITY CLERK
MISHAWAKA, IN

January 22, 2021

Honorable Members of the Common Council
City of Mishawaka, Indiana,
and
Mishawaka City Plan Commission
City of Mishawaka, Indiana

RE: PETITION TO REZONE

The undersigned ***RUDRA Twenty Six LLC*** respectfully show they are the owners of the following described real estate located in the City of Mishawaka, County of St. Joseph, State of Indiana, to-wit:

Legal Description Attached

Petitioner owns one hundred (100%) percent of the above described parcel of land which carries a zoning classification of ***C-4 Auto-Oriented Commercial District***. Said property is currently in use as a residential property.

Petitioner desires said real estate to be rezoned to ***C-1 General Commercial District.***

Petitioner further states that they intend to utilize said land for:
Construction of a laundromat and commercial office use.

Wherefore, the petitioner prays and respectfully request that the Common Council of the City of Mishawaka refer this matter to the Mishawaka City Plan Commission and that after hearing, an appropriate ordinance be enacted rezoning the above described parcel of land located in the City of Mishawaka.

[signature]
Signature of Property Owner

Signature of Property Owner

BHARATKUMAR - K. PATEL
Printed Name

Printed Name

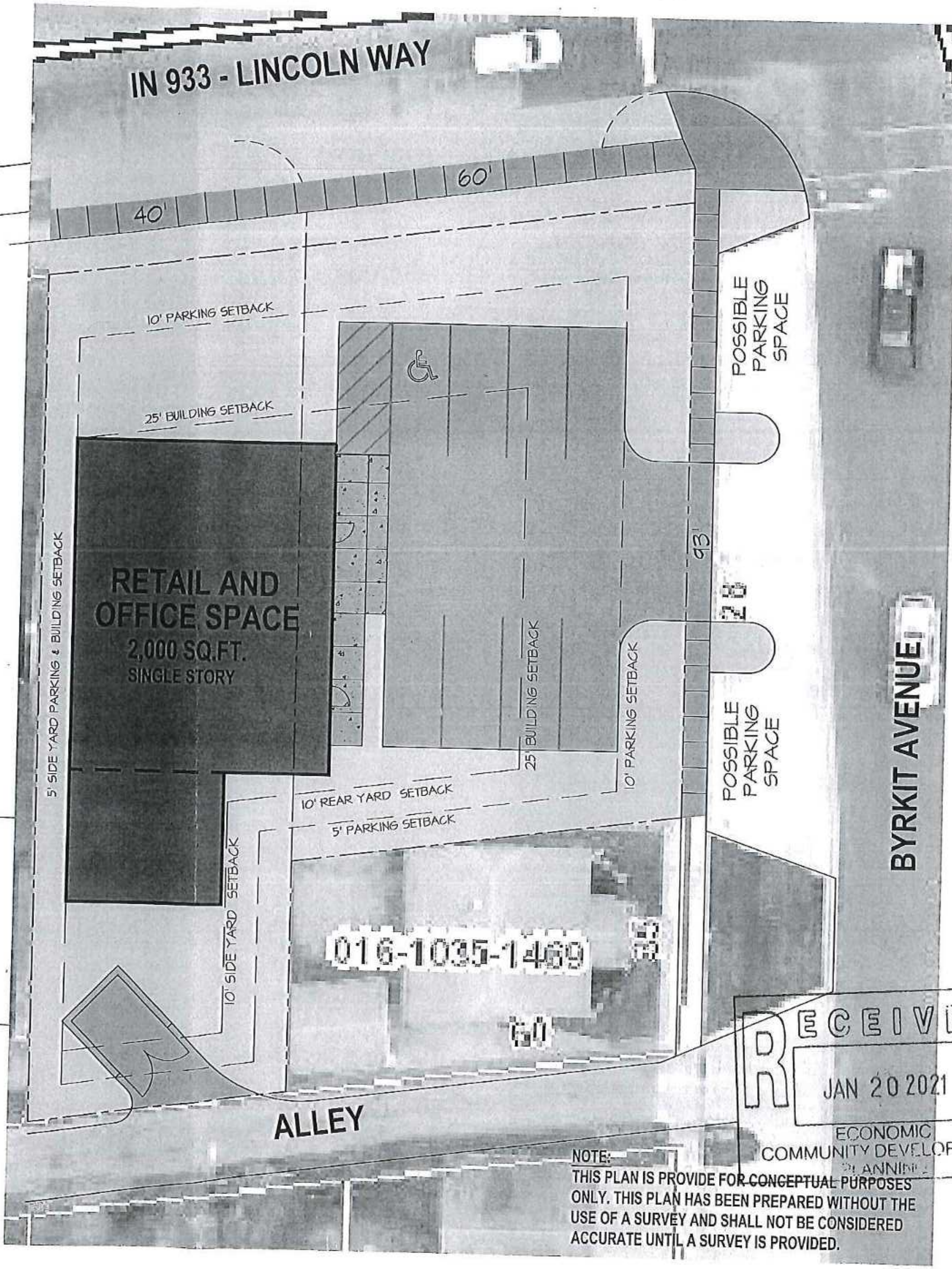
RECEIVED
JAN 20 2021
ECONOMIC
COMMUNITY DEVELOPMENT
PLANNING

CONTACT PERSON:
Michael. J Huber, Abonmarche Consultants
315 W. Jefferson Blvd.
South Bend, IN 46601
574.347.4610
mhuber@abonamrche.com

PET 21-01

1333 E LINCOLNWAY AVE
LEGAL DESCRIPTION

A tract of land 40 feet in width, East and West, taken off of and from the entire West side of Lot numbered Two(2) as shown on the plat of Campbell's Plat to the City of Mishawaka, recorded June 29, 1904, in the Office of the Recorder of St. Joseph County, Indiana, in Plat Book 8, pages 172-173.



ONAL
IF

RKIT

BILITY PLAN - OPTION C

= 20'-0"

NORTH

ZONING ANALYSIS (MISHAWAKA, INDIANA)

ZONING DISTRICT: C1 – COMMERCIAL DISTRICT
PROPERTY TO THE SOUTH C1

SETBACKS:

FRONT YARD & BUILDING	25 FT
SIDE YARD & BUILDING	
INTERIOR	5 FT
CORNER	25 FT
REAR YARD & BUILDING	10 FT (10% OF LOT)

FLOOR AREA RATIO:

MAX. REQUIRED	1.2
PROPOSED	0.25 (SITE – .23 ACRES / 10,019 SF)

MAX. BUILDING HEIGHT:	48 FT (3 STORIES)
PARKING:	4 SPACES PER 1,000 SF 180 SF MIN. (9' X 20')
SETBACK:	5' TYP. 10' AGAINST PUBLIC ROW

BUILDING CODE REVIEW (2014 INDIANA BUILDING CODE)

DESCRIPTION:	1 STORY RETAIL + PROFESSIONAL OFFICE
CLASSIFICATION:	USE GROUP B - BUSINESS
CONST. TYPE:	TYPE V-B NO AUTO SPRINKLER SYSTEM

BUILDING AREA

ALLOWED:	9,000 SF
PROPOSED:	2,500 SF

NOTE: 500 ADDITIONAL SQ. FT. POSSIBLE IF TWO OFF-SITE PARKING SPACES ALLOWED ON BYRKIT STREET

DUMPSTER ENCLOSURE

1 FEASIBILITY
SCALE: 1" = 20'-0"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N BYRKIT AVE
S BYRKIT AVE
LINCOLNWAY EAST
E THIRD ST
PET 21-01
C-4
C-1
C-6
R-1
Location Map
PET 21-01
RUDRA TWENTY SIX LLC (OWNERS)
1333 LINCOLNWAY EAST
REZONE FROM
C-4 AUTOMOBILE ORIENTED
COMMERCIAL DISTRICT TO
C-1 GENERAL COMMERCIAL
DISTRICT

RECEIVED
DEBORAH S. BLOCK, MMC

FEB 11 2021

CITY CLERK
MISHAWAKA, IN

RESOLUTION NO. 2021-03

A RESOLUTION OF THE COMMON COUNCIL OF THE CITY OF MISHAWAKA, INDIANA SUPPORTING PASSAGE OF SENATE BILL 164, A BILL BEING CONSIDERED BY THE INDIANA GENERAL ASSEMBLY INCREASING THE CURRENT ST. JOSEPH COUNTY INNKEEPER'S TAX FROM 6% to 8% AND SPELLING OUT HOW THOSE FUNDS SHOULD BE ALLOCATEED TO HELP DEVELOP PRODUCT, ENHANCE TOURISM, STIMULATE ECONOMIC GROWTH, AND CREATE JOBS IN ST. JOSEPH COUNTY.

WITNESSETH

WHEREAS, in 1974, at the request of the local community, an Innkeepers Tax was put in place in St. Joseph County by the Indiana General Assembly for the purpose of developing, constructing, and supporting the development of a Convention Center in Downtown South Bend, as well for the general support of and promotion of tourism throughout St. Joseph County; and

WHEREAS, since its adoption, the St. Joseph County Innkeepers Tax has been modified from time to time by the General Assembly to meet the changing and evolving needs of the tourism industry and the community in St. Joseph County; and

WHEREAS, throughout the years, the St. Joseph County Hotel-Motel Tax Board, which includes appointees of the County's two largest Cities, South Bend and Mishawaka, as well as St. Joseph County, has allocated those tax receipts generated by the tax to drive visitor growth and spending, which has in turn stimulated new economic growth, capital investment, and job creation efforts in our communities; and

WHEREAS, St Joseph County offers a number of unique offerings well suited for visitors and annually attracts tourists from across the country and around the world to visit those attractions, which include the University of Notre Dame, the 2nd most visited attraction in the State of Indiana; and

WHEREAS, according to a study conducted by CERTEC Inc. in 2019, the tourism and travel industry contributed $1.1 Billion to St. Joseph County's economy in 2019, with direct expenditures by tourists accounting for $708.5 million of that total, and increase of 4.7% since 2017; and

WHEREAS, according to that same CERTEC study, the tourism industry generated over $266.4 million in tax revenues to government, including $100.6 million to the State of Indiana, $54.2 million locally, and $111.5 million to the federal government; and

WHEREAS, a total of 11,507 jobs in St. Joseph County resulted from the tourism industry in 2019, with direct spending creating 8,357 of those jobs, one-third of which are were in high-wage occupations according to CERTEC; and

WHEREAS, the tourism-generated jobs provided over $228.4 million in wages to St. Joseph County workers, up $28 million from 2017 wages, according to CERTEC; and

Section 1. The Mishawaka Common Council joins the Mayor of the City of Mishawaka in supporting the increase of the St. Joseph County Innkeepers Tax and asks the Indiana General Assembly to approve Senate Bill 164, giving St. Joseph County the ability to adopt additional tools to develop additional product that will spur economic growth, new capital investments, and jobs.

Section 2. This Resolution shall be in full force and effect from and after its adoption by the Common Council and approved by the Mayor.

PASSED and **ADOPTED** at a regular meeting of the Mishawaka Common Council on this the ______day of ___________ **2021.**

Gregg A. Hixenbaugh
Presiding Officer

ATTEST:

Deborah S. Block, IAMC, MMC, City Clerk

PRESENTED by me to the Mayor this ______ day of __________ 2021, at ______ o'clock m.

Deborah S. Block, IAMC, MMC, City Clerk

APPROVED by me this ____ day of ________, 2021, at ______ o'clock ___.m.

David A. Wood, Mayor

FREQUENTLY ASKED QUESTIONS, SENATE BILL 164

The Indiana General Assembly is currently considering Senate Bill 164, which would increase the Innkeepers Tax Rate in St. Joseph County from 6% to 8%. To better understand the proposal, we have developed the following list of **frequently asked questions** to help the public better understand the proposal.

1. **How are the funds used now, and what is being proposed?**
   An Innkeeper's Tax was implemented in St. Joseph County in 1974 to coincide with the construction of a new Convention Center and for the promotion of Tourism in St. Joseph County. It has been amended from time to time, and currently stands at 6%. The proposal is to raise the rate to 8%, and a breakdown of how those funds are currently distributed and how they are proposed to be distributed are included in the chart below.

St. Joseph County Innkeepers Tax			
Current		Proposed	
Recipient	Rate	Recipient	Rate
Century Center and VSBM	5%	Century Center and VSBM	5%
Mishawaka Sports Complex	.6%	Mishawaka Sports Complex	1%
Potawatomi Zoo	.4%	Potawatomi Zoo	.5%
Morris Performing Arts Center	0%	Morris Performing Arts Center	.5%
Tourism Capital Improvement Fund	0%	Tourism Capital Improvement Fund	1%
Total	6%	Total	8%

2. **Why are additional funds needed?**
   The chief objective of the use of the funds is to drive additional hotel room nights, which in turn leads to additional economic impact and jobs for our community. Visitors currently spend more than $700 million in the local economy, and support 8300 jobs. St. Joseph County boasts the 2nd busiest tourist attraction in the State of Indiana in the University of Notre Dame, and the funds collected from the tax will help further develop additional product for visitors to experience while they are here.

3. **Who decides how this money is spent?**

The St. Joseph County Hotel-Motel Tax Board is the governing body that approves the allocation and utilization of the funds. The Board has representatives appointed by the Mayors of South Bend and Mishawaka, and by the St. Joseph County Commissioners.

4. **How does our proposed rate compare to other Indiana Counties?**
The Counties that include Indianapolis, Ft. Wayne and Evansville all have an Innkeeper's tax rate of at least eight percent. The Counties that include Kokomo, Plainfield and Terre Haute are all at the eight percent level. Please see the chart below for more information on the current rate of some of Indiana's larger counties. For additional information, you can also visit: https://www.in.gov/dor/business-tax/tax-rates-fees-and-penalties/county-innkeepers-tax/

Indiana Innkeepers Tax, by County			
Rank	County (Major City)	Population	Current Rate
1	Marion (Indianapolis)	951,869	10%
2	Lake (Hammond/Gary)	485,707	5%
3	Allen (Ft. Wayne)	372,575	8%
4	Hamilton (Carmel)	323,117	5%
5	St. Joseph	270,216	6%
6	Elkhart	204,558	5%
7	Tippecanoe (Lafayette)	191,553	5%
8	Vanderburgh (Evansville)	181,291	8%
9	Porter (Valparaiso)	168,636	5%
10	Hendricks (Plainfield)	163,799	8%
17	Vigo (Terre Haute)	107,459	8%
19	Howard (Kokomo)	82,331	8%
Clark, Floyd, Knox Counties also currently at 6%			

5. **Who pays the tax?**
The tax is paid by visitors at every hotel in St. Joseph County, at a rate of 6% of the room rate, per room, per night. In addition, hotel guests will pay 7% of the room rate, per room, per night in Indiana Sales Tax. Both taxes are collected by the Hotel/Motel and distributed to appropriate taxing agencies.

6. **What will this mean in "real" dollars to a consumer?**
This is best illustrated in the chart below. For ease of visualization, we have used the average daily room rate (pre-pandemic 2019) and shown a comparison of a current bill and what a new bill would look like should the rate be increased.

Sample Cost of Innkeepers Tax Cost to Consumer			
Current (Sample Bill)		*Proposed (Sample Bill)*	
Avg. Daily Rate (2019)	$110.57	Avg. Daily Rate (2019)*	$110.57
IN Sales Tax (7%)	$7.74	IN Sales Tax (7%)	$7.74
Innkeeper Tax Rate (6%)	$6.63	Innkeeper Tax Rate (8%)	$8.85
Total	$124.94	Total	$127.16
		Difference	+$2.22
*We used 2019 Avg. Daily Rate for comparison because pre-pandemic			

7. **When would a change go into effect?**
The Indiana General Assembly process is the first of a couple of steps necessary for final approval. The General Assembly will only "enable" the tax to be increased, it then must be approved by the St. Joseph County Council for final implementation. The bill will go through several steps at the General Assembly first, between now and the end of April. If it is approved, we would anticipate the County Council considering local action in May or June. The Council action will make a final determination on when the increase would take effect.

8. **Why now? Won't this hurt an industry that has already been devastated by the pandemic?**
We don't think so. Remember, the hotels themselves don't pay this, they only collect it, it is paid by visitors. Almost every community in the Country has a similar tax, this effort is really to bring our local rate more in line with others and give our community the tools it needs to compete with those other communities for visitor spending. Conversely, there is belief that the product development that will happen in conjunction with this effort will instead catalyze and stimulate economic growth and help the hotels

recover quicker than they might otherwise without this product development.

9. **<u>One new item on the list is the Tourism Capital Investment fund. Help me better understand what that is and how it might work?</u>**
   The Tourism Capital Investment Fund (TCIF) is intended to influence, ignite, and leverage investment in capital development to enhance and expand the tourism product of St. Joseph County. All projects that are presented must fully demonstrate their ability to attract overnight visitation to St. Joseph County, thereby impacting the local economy and further increasing the revenue generated from its source. The full benefit of the TCIF is a leveraged investment in the tourism product of St. Joseph County, coupled with an ongoing overall investment in the local economy meant to impact the community for decades.

   The St. Joseph County Board of Managers for Hotel-Motel Tax (Tax Board) will administer fund allocations. All proposals will be reviewed to ensure they present an opportunity to generate additional hotel room nights, improve the community, and generate a sound return on investment (ROI). This application and review process will occur annually, with all funds generated from 1% of the St. Joseph County Innkeepers' Tax.

   Any TCIF submission will be required to provide matching funds, presenting the opportunity to leverage the impact of the TCIF with additional dollars and additional investment in the community. A sliding scale, directly based on the project submission's ability to generate new and additional hotel room nights, will be implemented to ensure the largest awards go to the most impactful projects.

   The matching program will reflect the specified terms of the TCIF, with room nights being the most heavily weighted factor. The greater number of room nights generated, the higher the percentage of matching funds available. Proposals that generate significant additional room nights could be eligible for funding up to 90% of the total project cost, whereas proposals that generate smaller number of room night might be limited to matching funds of 10% of their total project cost.

Eligible applicants would be any St. Joseph County-based not-for profit organization, including municipalities, parks departments, attractions, schools, sports organizations and venues, and other qualified organizations. Non-profits are welcome to partner with private sector, for-profit entities, as well. All project submissions must demonstrate the ability to match the funds granted within their overall project budget.

SOUTH BEND REGIONAL CHAMBER
Serving 12 Cities & Towns in Northern Indiana

February 3, 2021

Mishawaka Common Council
600 East Third Street
P.O. Box 363
Mishawaka, IN 46546-0363

RE: Proposed Increase to St. Joseph County Innkeepers Tax

Dear Council and Clerk,

We have been working closely with the St. Joseph County Hotel-Motel Tax Board, our tourism partners, as well as the Cities of South Bend and Mishawaka, and St. Joseph County on a plan to increase the current rate of Innkeepers Tax from 6% to 8%. We believe the timing is critical as the travel and tourism industry has been devastated by the COVID-19 Pandemic. This proposed increase will assist with the economic recovery of this critical industry by helping with product development that will ultimately drive more hotel room nights. As you will see in the attached resolution, those room nights are critical to our economy, and a tremendous economic impact, and support a lot of jobs here locally.

Senators Niezgodski, Mishler and Rogers have sponsored Senate Bill 164 which proposes that increase and it will be considered during the 2021 session of the Indiana General Assembly That session is ongoing, from now through April. Under the proposal, the General Assembly would enable this action by the local community, the St. Joseph County Council would then need to enact it here locally.

To better understand what is being proposed, we have developed this chart below to better understand where we are at now and what is being proposed:

St. Joseph County Innkeepers Tax			
Current		Proposed	
Recipient	Rate	Recipient	Rate
Century Center and VSBM	5%	Century Center and VSBM	5%
Mishawaka Sports Complex	.6%	Mishawaka Sports Complex	1%
Potawatomi Zoo	.4%	Potawatomi Zoo	.5%
Morris Performing Arts Center	0%	Morris Performing Arts Center	.5%
Tourism Capital Improvement Fund	0%	Tourism Capital Improvement Fund	1%
Total	6%	Total	8%

SOUTH BEND REGIONAL CHAMBER
Serving 12 Cities & Towns in Northern Indiana

For this to gain the necessary support by the Indiana General Assembly for passage, it is critical that we show broad community support amongst the local community for this plan. We are currently visiting with key stakeholders and believe you are a critical partner to this discussion. We hope we can count on your support of this proposal. We have drafted a resolution that we hope you will consider passing at an upcoming meeting. Timing is critical to this effort. Rob and I stand ready to come present and answer your questions should you decide to consider.

Just a couple of final reminders about the Innkeepers Tax. Remember it is paid by visitors to the community, not our residents. Travelers have come to expect this, we do not believe it influences any travel decisions, and this brings us more in line with our peers in Indiana. The home counties of Indianapolis, Fort Wayne, and Evansville, Indiana's three most populous counties, as well as in Kokomo, Plainfield and Terre Haute all currently have an Innkeepers tax of 8% or higher.

We appreciate your consideration of this request. Please do not hesitate to reach out if you have questions, concerns, or would like to have some additional dialogue around this topic or tourism in general.

Sincerely,

Jeff Rea

Jeff Rea, President & CEO
South Bend Regional Chamber

Rob DeCleene, Executive Vice President
South Bend Regional Chamber &
Executive Director of
Visit South Bend Mishawaka

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Athletic Center Feasibility Study for the Mishawaka, Indiana Area

For: Klipsch-Card Athletic Facilities, LLC

From: Points Consulting

Date: March 23, 2020

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1. Executive Summary & Recommendations

Within the following report, Points Consulting (PC) provides a comprehensive analysis of the feasibility and potential economic impact of a proposed athletic facility within the Mishawaka, Indiana area (i.e. the Facility). The Facility would be developed and managed by Klipsch-Card Athletic Facilities LLC (KCAF), which operates several similar facilities throughout central Indiana. This report will provide KCAF and stakeholders in the Mishawaka area with information for determining whether the Facility would serve as an economic and community development asset for the region.

> *"The Mishawaka area would benefit socio-economically from the proposed Facility. The region clearly lacks a facility that is centrally located, features premium equipment, is large enough to support tournaments in a single location and is regularly available for use by the general public.*

In conducting this analysis, PC reviewed factors of both supply and demand to determine whether the Facility is needed and whether it would duplicate services being offered by existing providers. KCAF assisted PC by providing data about its company and the intended Facility as well as reviewing preliminary analyses. The research and conclusions contained herein represent an independent, third-party feasibility assessment by PC.

Based on all research and analysis conducted for this study, PC concludes that the Mishawaka area would benefit socio-economically from the advent of the proposed Facility and would experience no notable drawbacks. The Facility would be positioned to serve residents of St. Joseph County (Indiana), Elkhart County and six additional surrounding counties in Indiana and Michigan.[1] The proposed location in north Mishawaka would allow KCAF to benefit from existing traffic to St. Joseph Regional Medical Center as well as existing retail and food service businesses. The combination of high visibility along I-90 and its associated commuter traffic make the anticipated location attractive for such a development. Given its location in northern Indiana, the Mishawaka Facility would draw a high proportion of out-of-state visitors to the Hoosier state from locations such as Michigan, Wisconsin, Minnesota and Canada, bringing with them a considerable economic impact. Though certain athletic centers within the region provide access to multi-use sports facilities, the area clearly lacks a facility that is centrally located, features premium equipment, is large enough to support tournaments under one roof and is regularly available for use by the general public. As demonstrated in other markets, the KCAF model serves as an efficient use of real estate that increases community benefit in comparison to single or dual use sport facilities.

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[1] For ease of interpretation, the local market area consists of the entirety of the following three counties: St. Joseph (Indiana), Marshall and Elkhart and portions of the following six counties: LaPorte, Kosciusko, LaGrange, Cass, Berrien and St. Joseph (Michigan).

The following are some key points supporting the feasibility of the Facility.

- Youth Sports is one of the nation's fastest growing consumer industries, currently rivaling the NFL in terms of total economic value. Local demographics align with this trend as there are over **89,000 people in the 10- to 17-year-old age cohort** (equivalent to 10% of all residents).
- The local market demonstrates strong interest in high school and amateur sports, **particularly those that utilize hard-courts and turf-fields** such as basketball, volleyball and football.
- Much of regions' workforce commutes between Mishawaka, South Bend and Elkhart. In placing the Facility in the proposed location along I-90, KCAF could take advantage of St. Joseph and Elkhart counties' population growth, while gaining **high exposure to regular commuter traffic across the east/west corridor.**
- In contrast to much of northern Indiana, St. Joseph and Elkhart counties are growing both demographically and economically. **Mishawaka's recent population growth ranks 18th within the Hoosier state and one of the highest in northern Indiana.**
- **Residents in the local market area spend nearly $126 million annually on sporting events and services.** This amount is more than twice what local residents spent of movies tickets.
- Although the fitness center industry has struggled in the local market area, St. Joseph County has posted strong growth. This county alone has **contributed nearly 9% of the state's total employment growth among fitness centers, outpacing its share of population growth.**
- **Management ability and industry connections** are essential for success in the sports and tournament hosting industries. KCAF possesses both of these assets, which positions the Facility for success.
- **Traffic along the Douglas Road corridor has quadrupled in average daily traffic since 2001.** The City of Mishawaka continues to pour resources into this area via road improvements and the Juday Creek Business Park.
- Within the local market area are numerous peer facilities including 90 facilities with indoor hard-courts, 128 facilities with diamonds, 113 facilities with outdoor fields and two facilities with indoor turf. **Yet, each peer facility has limitations due to availability, location, school affiliation, size and/or scope of services.**
- The annual economic impact of the Facility is projected to approach **$19.0 million** once fully operational, exceeding the impact of many sub-industries in the auto and RV manufacturing industry. The Facility could deliver roughly **$833 thousand in annual taxes to St. Joseph County.**

There are few downsides to the Facility's feasibility but there are still some potential risks that should be kept in mind for stakeholders in the Mishawaka area.

- Sports and fitness related industries traditionally decline during recessions. The recent COVID-19 outbreak and the resultant dip in economic indicators poses the possible onset of a recession. Additionally, areas dependent on the manufacturing industry, such as northern Indiana, can greatly fluctuate with economic tides. Taking these factors into account, Mishawaka should consider timing the development of the Facility to take best advantage of positive factors such as low interest rates and high unemployment, as well as the resultant economic rebound once the virus is contained.
- The advent of low-cost, contract-free health clubs in recent years has disrupted the gym and fitness center industry. Premium athletic centers, such as the proposed Facility, are indirectly competing with these health clubs but will not be able to do so based on price. Regional stakeholders should verify that the facility developer and operator are able to differentiate the Facility via non-price factors such as amenities, equipment and staff experience.
- Existing youth sports-oriented facilities in the area may experience some short-term decline as some tournaments shift to the Mishawaka Facility (e.g. the Elkhart Sports Center, and the Zone of Northern Indiana). In the long-run, however, the added asset will likely expand the number of opportunities available for all facility operators.
- Though Mishawaka's economy is growing it is still generally considered a secondary market to its sister cities of South Bend and Elkhart. To attract and retain youth-sports tourism spending, Mishawaka and the surrounding cities should be prepared to partner with KCAF to market the full package of amenities to Facility visitors including restaurants, lodging and recreational opportunities.

2. Report Overview

Proposed Facility Overview

Klipsch Card Athletic Facilities (KCAF) LLC. is a full-service provider of state-of-the-art athletic facilities and sports venues. KCAF scouts, designs, funds, builds and manages turnkey facilities for the purpose of making a positive economic and wellness impact on host communities.

KCAF stands out from most entities in the athletic center real estate industry because it develops, manages, operates and programs the facilities. Other developers only build and turn the asset over to public or private sector operators. KCAF owns and operates numerous facilities throughout the greater Indianapolis area including the Pacers Athletic Center at Grand Park (Westfield) and Finch Creek Fieldhouse (Noblesville). In addition, the Community Sports & Wellness Center, currently under construction, in Pendleton is set to open in Summer 2020.

Figure 1: Finch Creek Fieldhouse (Noblesville, IN), Exterior View

KCAF is in the process of developing a multi-use sports complex in Mishawaka, Indiana ("the Facility). To meet the square footage demands of the proposed amenities, the site will require at least 10 acres and potentially more. The interior of the Facility will feature eight indoor basketball courts, two regulation-size turf fields, seven in-house batting cages and four membership cages. Some of the common sports the Facility will serve include:

- Baseball
- Football/Flag Football
- Rugby
- Basketball
- Lacrosse
- Soccer
- Volleyball
- Softball

The Facility will allow daily and nightly use for area residents for practices, games and special events. In addition, based on the growing regional population and the Facility's access to interstate routes, it could provide a centralized location for premier, regional tournaments.

The Facility would be located in Mishawaka, Indiana, near the Indiana/Michigan border. The proposed facility is within a 15-minute drive from the University of Notre Dame, a 12-minute drive from the South Bend city center, approximately 14 minutes from the Indiana/Michigan border and less than 20 minutes from the city of Elkhart, Indiana. The proposed location is within a few miles of an I-90 exchange. Easy access to this regional thoroughfare, along with the wide variety of retail businesses, eateries and accommodation options nearby, give the facility a competitive advantage as a regional tournament destination. Additionally, the Facility would capitalize on its proximity to the University of Notre Dame, which should yield some strong partnership opportunities.

Feasibility & Impact Study Overview

Points Consulting (PC) is a management consulting firm based in Idaho that specializes in economic development and real-estate related issues such as feasibility studies and housing studies. PC's team has completed over 30 economic impact and/or feasibility studies over the past 10 years related to a variety of economic and community development topics. In addition, PC has extensive experience in Indiana, having worked with both state and local level agencies.

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With this study, PC intends to provide a third-party perspective on the feasibility of the Facility to address the unique needs of the local community. In addition, PC provides an estimate of the economic impact that the Facility will have on the St. Joseph County area and on the state of Indiana. In this study, PC considers the dynamics of supply and demand, with an emphasis on both general socioeconomic metrics and factors specific to athletic facilities. The report details a comprehensive analysis of the interest levels and willingness to pay for households within local market area, while also considering existing facilities with which the Facility could compete.

PC worked with KCAF throughout the study to assess pro formas, renderings, plans and recommended research resources. PC conducted this analysis as an independent third-party, neutral to the preconceptions of KCAF or any other community organization. The conclusions detailed in this report are based on the PC team's expertise conducting economic analyses and feasibility studies on similar topics across the United States.

3. Demand Assessment

This demand assessment seeks to determine the degree to which Mishawaka, Indiana and the surrounding market area demonstrate need for the services to be offered at the Facility. PC specifically examines economic trends in the local area, trends within the health and wellness industry, spending and recreational habits of customers and attractiveness of Mishawaka as a multi-sport facility development site, in general.

Industry Summary

Whether via federal statistical agencies or industry associations, national level industry research is often conducted based on North American Industrial Classification System (NAICS) classifications. The closest approximate industries to KCAF's business model include NAICS 71394: Gym, Health & Fitness Clubs and NAICS 61162: Sports Coaching. It is important to note, however, that the activities of businesses cataloged by these NAICS codes are considerably broader than those to be conducted at the Facility, so all metrics should be taken as inferences and not precise indicators.

Table 1: Key National Trends for the Fitness Club and Sports Coaching Industries

Factor	Health & Fitness Clubs	Sports Coaching
Annual Revenue Growth Rate ('14-'19)	3.5%	2.7%
Nat'l Annual Revenue (2019 $)	$36.5 Billion	$8.4 Billion
Average % of Expenses toward Wages	33.5%	34.8%
Average Profit Margin (2019 $)	12.9%	10.7%
Life Cycle Stage[2]	Growth	Mature
Dependence on Disposable Income	High	Very High
Capital Intensity	Medium	Low
Barriers to Entry	Low	Low
Competition Level	High	Medium
Key Success Factors	Proximity to customers; Economies of scale; Quality equipment; Staff experience; Ongoing facility investment	Proximity to customers; Expertise/reputation; Seasonal sports camps; Ability to attract local sponsors and volunteers

Source: IBISWorld: 71394 "Gym, Health & Fitness Clubs in the US" & 61162 "Sports Coaching in the US"

[2] Per IBIS World, the "Growth" phase is characterized by industry growth that eclipses GDP growth, many new players entering the market, new geographic markets and rapid introduction of new products. The "Mature" phase is characterized by a slowdown in industry growth rates, potential market saturation and slow technological change.

Key information for each relevant industry is summarized in Table 1. Certain characteristics are shared by each of these industry groups. For example, each sector expanded between 2014 and 2019, capital-investment is medium to low, the largest cost driver is employee wages and each is highly affected by consumers' degree of disposable income.[3] Yet, many of the primary keys to success and strategies for success are different for each industry.

Industry Highlights: Gyms, Health & Fitness Clubs

> *"The youth team, league and tournament sports market are worth between $15.5 billion and $17.0 billion … nationally, rivaling the economic value of the NFL."*

The Gyms, Health & Fitness Clubs industry in the U.S. has experienced moderate annual revenue growth in recent years (3.5%), benefitting from a strong economy and greater health-consciousness. Membership fees are the largest source of revenue in the industry (68.0%), followed by personal training (12.1%), food and beverage sales (5.2%) and guest admissions (3.1%). In 2019, the industry was valued at $36.5 billion nationally. The profit margin is competitive with other service-based industries at 12.9%. Nationally, industry sales and profits are spread across more than 111,000 establishments.

As noted, most businesses in this industry segment rely primarily on membership fees for revenue. But with annual cancelation rates of more than 28%, it is critical that businesses diversify their income streams via tournaments, personal coaching services, meals & beverages, guest admissions and merchandise sales.[4] As such, providing a venue for tournaments will be one of the predominant focuses of the Facility. KCAF has a strong history of performance with tournaments and has partnerships with numerous noteworthy regional and national organizations which support this effort (See Appendix A, for further details).

Most establishments in this industry are smaller in scope and size than the Facility, indicated by physical size and employee benchmarks. The average multi-purpose athletic facility is roughly 70,000 square feet[5] and employs 9.5 full and part-time workers.[6] Alternatively, KCAF's Facility could reach up to 200,000 square feet. KCAF estimates that the Facility will employ 8 individuals full-time, roughly 60 workers part-time and leverage a large contingent workforce for managing special events.[7]

A key segment of KCAF's customer base in any market are youth sports, which represent a healthy, high-growth subsector of the recreation industry. The youth team, league and

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[3] "IBISWorld Industry Reports.

[4] IBISWorld Report 71394 Gym, Health & Fitness Clubs in the US.

[5] Association of College of Sports Medicine (ACSM) Health/Fitness Facility Standards & Guidelines, 3rd edition.

[6] C. Barnes & Co. "2019 U.S. Industry & Market Report, (NAICS 71394: Fitness & Recreational Sports Centers)"

[7] KCAF Memo, December 2019.

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tournament sports market has recently been quantified between $15.5 billion and $17.0 billion. At the high end of this estimate, the youth sports market rivals the value of the National Football League (NFL).[8]

Furthermore, market research company, Wintergreen Research, forecasts the industry will grow to $41.2 billion by 2023, equivalent to 15.0% average annual growth.[9] According to Wintergreen, travel teams and tournaments are in vogue but can be difficult to organize. As such, future growth in the market will likely be concentrated with vendors that can simplify team and tournament organization through proven business models, staff expertise, business contacts and automation software.

Key Success Factors for Gyms, Health & Fitness Clubs

Success in this industry is often characterized by having a convenient location with easy access to parking, strong marketing and promotions, providing a wide range of services, sharing costs across multiple facilities as well as buying and maintaining new high-quality equipment. A staff knowledgeable about sports and equipment usage will retain customers and a management team with experience in the sports and fitness industry will ensure efficient operations. In addition, knowledge, reputation and experience are particularly important roles for premium facilities in this industry.

The expanding roster of athletic facilities operated by KCAF across Indiana should provide a considerable tailwind to the success of the proposed Facility. This experience will lead to economies of scale in operation, improvements in operational issues such as deployment of systems and staff training and opportunities for larger partnership deals with sponsors and athletic organizations. In addition, KCAF's management team's success at launching and operating similar facilities bodes well for the Mishawaka Facility's success.

Industry Highlights: Sports Coaching

The Sports Coaching industry segment is largely dominated by small businesses with fluctuating annual revenue growth. In recent years, revenue growth has been above trend, averaging 2.7% annually. This additional growth can be primarily attributed to an increase in sports participation which has resulted in higher demand for specialized coaching and camps. Disposable income has also been on the rise which has bolstered revenues as more consumers are able to afford discretionary spending on coaching services. In fact, an estimated 0.9% revenue boost in the industry can be directly attributed to disposable income growth in 2019 alone.

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[8] Market Study Reports.com, "Global Youth Team, League, and Tournament Sports Market Report-2024 Report," April 2019. https://www.marketwatch.com/press-release/youth-team-league-and-tournament-sports-market-to-surpass-usd-22-billion-by-2024-2019-04-05

[9] Wintergreen Research, Inc. "Youth Team, League, and Tournament Sports: Market Shares, Strategies, and Forecasts, Worldwide, 2018-2024." Sept. 2018, https://www.researchandmarkets.com/research/dljhwg/global_youth?w=5

Across the United States, the industry is valued at $8.4 billion. Current average profit margins are at 10.7% up from 9.8% in 2014. However, because many such businesses are run by owner-operators, profit can sometimes be difficult to differentiate from wages.

The Sports Coaching industry is primarily driven by the 13- to 18-year-old age demographic. This age cohort has increased by more than 10% since 2001 now accounting for 45.7% of all sports coaching clients. The continued rise in college tuition rates also benefits the industry because many parents encourage their children to improve their skills with the goal of receiving scholarships. While demand for sports coaching is expected to be strong, the low barriers to entry and capital investment costs will likely drive more competitors into the market and thereby lead to further contraction of the industry's already fairly low profit margins.

Key Success Factors for Sports Coaching Businesses

Factors that are critical for success in this industry include having a convenient location in close proximity to customers, maintaining credibility and a strong reputation with customers as well as addressing demand during summer months when youth are out of school. Management competency along with industry and local reputation are important elements of success in this industry as it assures success at developing partnerships with community leaders, residents and local business.

As a final point, which is relevant to both the Gyms, Health & Fitness Clubs and Sports Coaching industries, success in the tournament hosting business requires both a strong local reputation and connections with community leaders. These factors assure an organization's ability to mobilize a contingent workforce of parents, volunteers and part-time employees. Partnerships can also be built upon this trust that would enable the hosting organization to secure sponsorships and naming rights.

> *"Facility operators' management competency and reputation are important factors in assuring partnerships with parents, volunteers and local businesses. These community partnerships can also lead to stronger sponsorship opportunities."*

Local Consumer Demand Summary

PC identifies two primary sources of demand for the Facility, each with unique customer profiles. There will be frequent local users using the Facility for regular league play, practices and pick-up games. A secondary group of users non-regular will attend the Facility for games and tournaments and will attend only once or several times per year. The out-of-region visitor audience is addressed in greater detail in Chapter 5: Economic Impact Analysis.

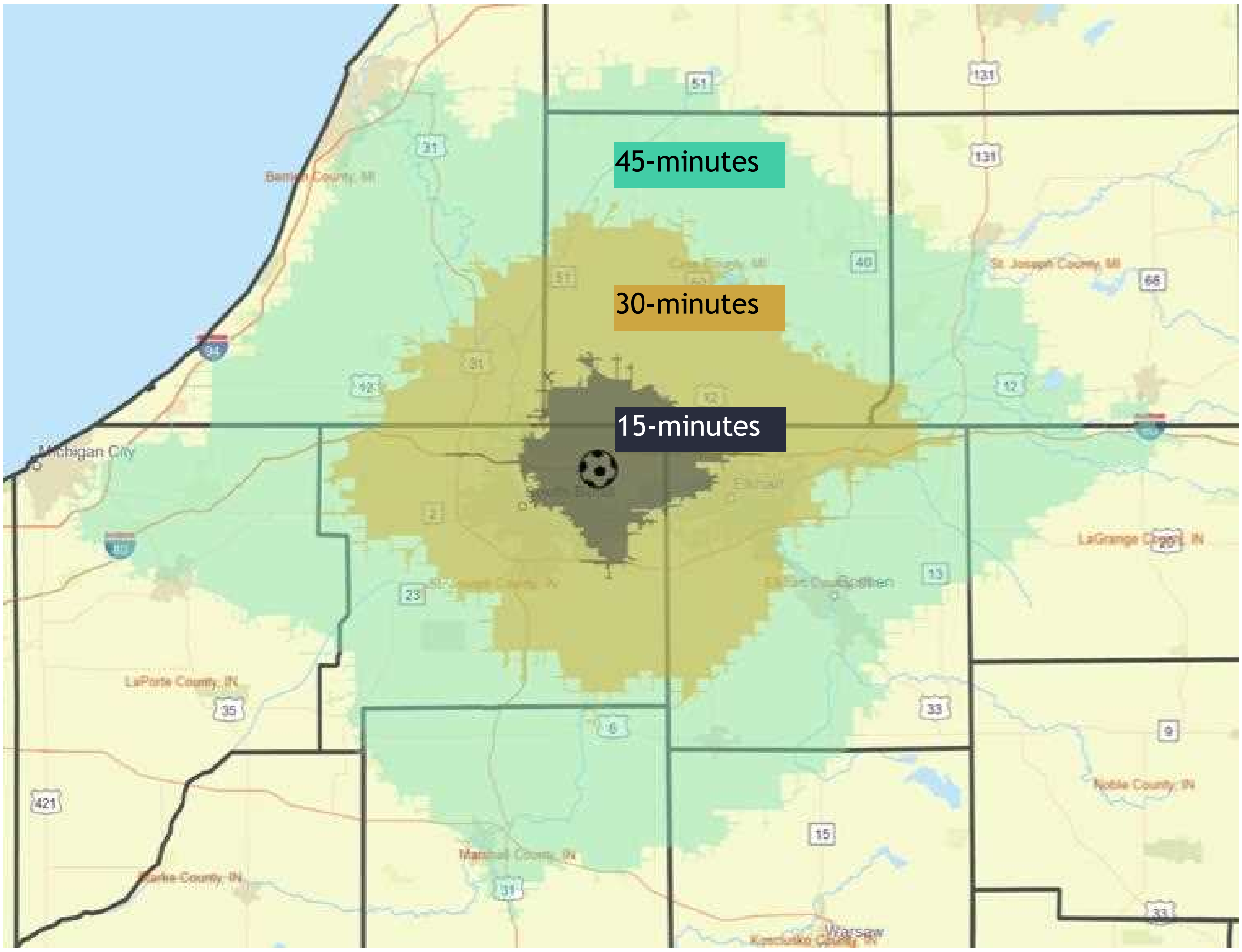
Each component of demand has different features and benefits. Local demand is much more stable and predictable. Alternatively, non-regular users tend to spend more during their visits and therefore deliver a larger economic impact to the region.

The figures, tables and analysis in this section relate to local demand for the proposed facility. It is important to note that the local consumer segment will help ensure regular Facility use during weeknights, but on its own it would likely not deliver enough revenue to cover construction, financing, staff and operations costs. Additionally, this revenue will likely not provide sufficient resources required for on-going facility investment, upkeep and enhancements.

Drive-Time Areas

In order to determine the area of local demand for the Facility, PC conducted a drive-time analysis which identifies the counties and communities to consider within the local market area. Figure 2 displays drive times using three radiuses of 15-, 30- and 45-minutes. An undeveloped lot near the I-90 exchange in northern-Mishawaka is used as the center-point of this analysis. If the ultimate development location is in a slightly different location, however, the figure and associated data would be very similar. Table 2 following the figure displays high level demographic statistics on each of the drive-time areas.

Figure 2: Drive Time Area Map



Within the closest drive-time radius of 15-minutes, portions of St. Joseph and Elkhart counties in Indiana and Cass County in Michigan are captured. At the slightly broader 30-minute radius, portions of St. Joseph and Berrien counties in Michigan are also included. Within the broadest area of 45-minutes, nine counties are captured either in whole or in part which include: St. Joseph, Elkhart, Marshall, Kosciusko, LaGrange and LaPorte counties in Indiana and Cass, Berrien, St. Joseph and Van Buren counties in Michigan.[10]

[10] Please note, since there is a St. Joseph County in both Indiana and Michigan, the particular county being referenced will be specified using the host state name abbreviation (e.g. IN or MI). Also, please note that some counties where small portions of land are touched are excluded from this list due to the lack of population centers within these areas, namely, Van Buren county in Michigan.

Table 2 displays numerous socioeconomic statistics for the three drive time areas. Each of the drive-time areas host a fairly average population compared to Indiana as a whole and northern Indiana specifically. Median household incomes range between $52,000 and $61,000, median age from 38.3 to 39.1 and average household size between 2.47 and 2.58. By comparison, Indiana, as a whole, has a median household income of $55,380, a median age of 38.4 years and an average of 2.52 family members per household.[11] In an ideal location, median age would be lower and median incomes higher. That said, median household income is quite high in the 15-minute drive time area, which bodes well for the Facility. The other demographics reported in Table 2 should support such a facility, especially given adequate volume and strong interest in sports participation.

There are several other positive metrics associated with the 15-minute radius area, where many repeat local customers would reside. The 0.5% projected population growth rate exceeds the rate projected for northern Indiana and matches that of the state as a whole (0.3% and 0.5%, respectively).[12] Additionally, 10.0% of the region's population is youth-aged (10- to 17-years-old), which is comparable to other locations where KCAF is currently pursuing the development of similar Facilities.

Table 2: Drive Time Area Demographics

	Drive Time Area		
	15 Minute	30 Minute	45 Minute
Total Population	127,038	442,664	694,279
2019-2024 Projected Annual Growth Rate	0.5%	0.3%	0.3%
Households	50,538	170,256	262,182
Median Household Income	$60,016	$52,979	$54,280
Median Age	39.1	38.3	38.4
Average Household Size	2.47	2.52	2.58
% Youth-Aged (10 to 17 years)	10.0%	10.2%	10.4%

Source: Esri Business Analyst, 2019

Several additional demographic benefits should be mentioned, related to the proposed Facility location. Though nearly half of all counties in northern Indiana are either declining in population or remaining steady, Mishawaka and surrounding areas are growing. Between 2013 and 2018, Mishawaka was the 18th fastest growing city in the state and one of only four cities in northern

[11] Esri Business Analyst

[12] Esri Business Analyst, Northern Indiana metrics based on statistics for the 23 counties which compose Economic Growth Regions 1, 2 and 3 according to the Indiana Department of Workforce Development: http://www.hoosierdata.in.gov/nav.asp?id=221.

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Indiana ranking in the top 25.[13] Between 2014 and 2019, St. Joseph County was third among northern Indiana counties in terms of population growth. In addition, Elkhart County, which borders St. Joseph County, fared even better ranking second in population growth and fourth in terms of average annual growth rate. In context of the state, St. Joseph and Elkhart were both in the top 15% of all counties in terms of population growth and the top 30% for growth rates. [14]

> *"At the proposed location, KCAF could take advantage of population growth in both St. Joseph and Elkhart County's, while gaining high exposure to regular east and west bound traffic along I-90."*

Mishawaka deeply connected with surrounding cities and communities, particularly to the east and west. Among working residents of Mishawaka, over half work in the cities of South Bend, Mishawaka and Elkhart. Likewise, Mishawaka's workforce originates predominantly from these same cities with the addition of Granger. The daily labor exchange with South Bend is particularly notable. South Bend is the top commuting destination for working residents of Mishawaka and people from South Bend make up the preponderance of Mishawaka's daily workforce. [15] Zooming out to the county level, the majority of St. Joseph County's workforce both lives works within the same county but Elkhart County is strongly connected as well. Therefore, in placing the Facility in the proposed location, KCAF could take advantage of the residential growth of multiple communities in St. Joseph and Elkhart counties, along I-90, one of the region's primary transportation corridors.

Defining the Local Market Area

It is important to understand market dynamics for the area surrounding the Facility because research indicates that convenience and travel distance are important for regular visitors to sports and fitness centers. One market research report indicates that there is an inverse relationship between commute distance and number of times per week that visitors attend.[16] Though much of this research focuses on standard membership-driven gyms, the patterns are likely similar for multi-use facility users. Some degree of local users will be drawn from each of the nine counties in the 45-minute drive time are shown in Figure 2. Identifying the primary local market area, however, includes other considerations such as availability of substitute facilities, traffic congestion during peak use times and the likelihood that residents will attend

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[13] STATS Indiana, Population Estimates for Indiana Incorporated Places, 2010-2018, http://www.stats.indiana.edu/topic/population.asp.
[14] STATS Indiana, "Indiana Counties 2010-2018", http://www.stats.indiana.edu/topic/population.asp.
[15] Census LEHD OntheMap, Resident Commute Patterns, https://onthemap.ces.census.gov/.
[16] Dstillery Market Research on Gym Attendance Patterns. Referenced by Wall Street Journal, Rachel Bachman, "How Close Do You Need to Be to Your Gym?", March 21, 2017, https://www.wsj.com/articles/how-close-do-you-need-to-be-to-your-gym-1490111186.

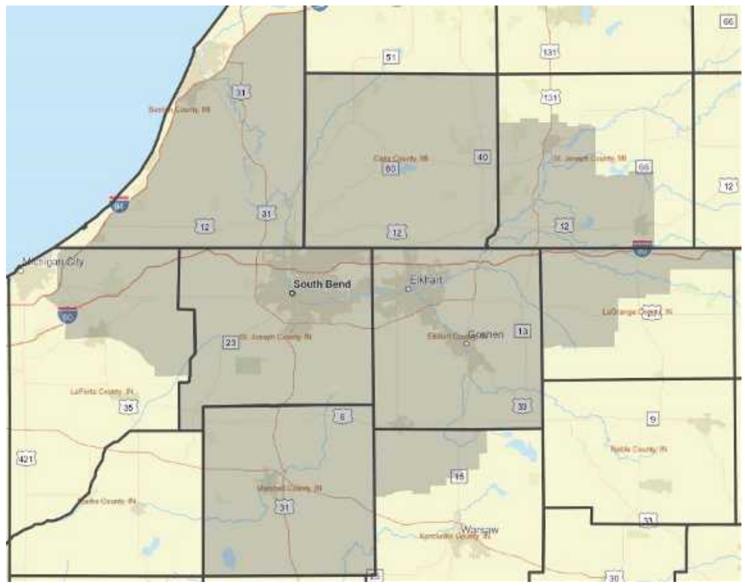
on a regular basis.[17] It is important that the local market area is not over-estimated by capturing entire metropolitan counties as these large numbers could dilute statistical accuracy.

Based on market, access and population factors, PC elected to focus on the area shown in Figure 3 as the Facility's local market area. The wider than average radius is warranted because hardcourts and turf fields are less common than gyms and also because customers in outlying rural areas are likely to travel longer distances due to the lack of alternatives.

The local market area includes either all of or a portion of the following counties:

- St. Joseph County, IN
- Elkhart County, IN
- Marshall County, IN
- Cass County, MI
- Berrien County, MI (partial)
- St. Joseph County, MI (partial)
- LaGrange County, IN (partial)
- LaPorte County, IN (partial)
- Kosciusko County, IN (partial)

Figure 3: Local Market Area Map



The boundary lines for partially included counties were determined based on a combination of location of population centers, freeway/highway boundaries and underlying Census tract boundaries. PC elected to include within the local market area the non-coastal areas of Berrien County, the southwestern portion of St. Joseph County, Michigan, the western portion and northern portion near I-90 in LaGrange County, the northeastern portion of LaPorte County and the northwestern portion of Kosciusko County. PC carefully diagnosed the socioeconomic patterns for each of the nine counties and excluded areas that have stronger ties to other metropolitan areas within the region such as Kalamazoo, Fort Wayne and greater Chicagoland. Using this local market area as the basis, historic, present and forecasted demographics are presented in Table 3.

The population in the local market area grew from roughly 760,000 in 2010 to more than 780,000 by 2019. Continued growth is forecast through at least 2024, with population anticipated to be nearly 792,000 in that year. Expansion is also expected to extend to the number of families and

[17] Please note, PC's analysis of other nearby facilities is covered later in this analysis in Chapter 4: Assessment of Supply.

youth-aged population in the local market area. Currently, there are roughly 197,000 families and nearly 90,000 youth-aged residents (ages 10 through 17) in the local market area. Youth-aged residents compose 11.7% of the region's total population. Both the number and percentage of youth-aged residents has decreased slightly over the past nine years. This trend was caused by overall population decreases in certain counties, as well as the gradual aging of the region's population. Despite these recent trends, both the number and percentage of youth-aged individuals in the local market area is projected to climb between 2019 and 2024.

"The number and concentration of the roughly 82,000 youth-aged individuals in the local market area is comparable to the population surrounding KCAF's wildly successful Finch Creek Fieldhouse in Noblesville."

As a point of comparison, the 30-minute drive time radius surrounding KCAF's Finch Creek Fieldhouse in Noblesville consists of 11.4% youth aged population, equivalent to roughly 78,000 individuals.[18] The comparability of these statistics bode well for the Mishawaka Facility as the Finch Creek Fieldhouse has been exceptionally successfully since opening in 2018.

Table 3: Local Market Area Demographics

Summary	2010	2019	2024
Population	762,791	781,683	791,949
Population Ages 10-17	89,247	82,077	84,739
% Ages 10-17	11.7%	10.5%	10.7%
Households	286,368	293,746	297,704
Families	196,596	198,675	200,298
Average Household Size	2.60	2.59	2.59
Median Age	37.0	38.4	39.1
Median Household Income	--	$54,608	$60,823
Average Household Income	--	$72,209	$82,768

Source: Esri Business Analyst

Household incomes are also projected to grow steadily in the local market area, increasing at an annualized rate of 2.18% over the next five years. There is a positive correlation between household income and youth sports participation, so an adequate level of middle- and high-income families is important to the success of a youth sports facility. Given household income levels and average rates of childhood physical activity, the region is expected to have above an

[18] The number of youth-aged individuals in the 45-minute drive time of Finch Creek is considerably higher than that of Mishawaka's local market area, but that is because the 45-minute area includes the majority of Marion County, which is not the primary market of the Facility's users.

80% rate of physical activity among children, which is high enough to not inhibit the success of the Facility.[19]

> *"St. Joseph County is leading the way within the local market area, exceeding regional averages in terms of growth in population, households, families and median household income."*

Population trends in northern Indiana and southern Michigan have been mixed in recent years. Of the nine counties included in the local market area, five have experienced population contraction in the past five years.[20] Likewise, using the backdrop of all northern Indiana counties, 11 of the 23 have declined in population. Counties that have fared well are those with urban centers or directly adjacent to urban centers. Within the local market area, Berrien and La Porte counties have experienced the largest population losses, both contracting by more than 2,000 individuals. Meanwhile, Elkhart and St. Joseph (IN) experienced noteworthy growth, increasing by a combined 1.8% between 2014 and 2018. The importance of population growth in these two counties cannot be overstated, as these counties contain the closest consumers of the services offered by The Facility.

Table 4 shows forecast annualized growth rates for selected demographic and income indicators and compares the Facility's host county, St. Joseph, to the local market area, the state of Indiana and the national landscape. The local market area lags both the state and the nation in all categories. In keeping with trends previously noted, St. Joseph County also lags both the state and the nation, but is forecast to exceed the region, in terms of growth in population, households, families and median household income.

Table 4: Key Average Annual Growth Rate Statistics, 2019 to 2024

Summary	Local Market Area	St. Joseph Co., IN	State of Indiana	Nation
Population	0.26%	0.35%	0.51%	0.77%
Households	0.27%	0.37%	0.51%	0.75%
Families	0.16%	0.24%	0.41%	0.68%
Median Household Income	2.18%	2.30%	2.40%	2.70%

Source: Esri Business Analyst, 2019

[19] Points Consulting calculations based on data from: The Aspen Institute, "State of Play 2018: Trends & Developments," 2018, https://www.aspeninstitute.org/publications/state-of-play-2018-trends-and-developments/.

[20] Emsi, 2020, Quarter 1.

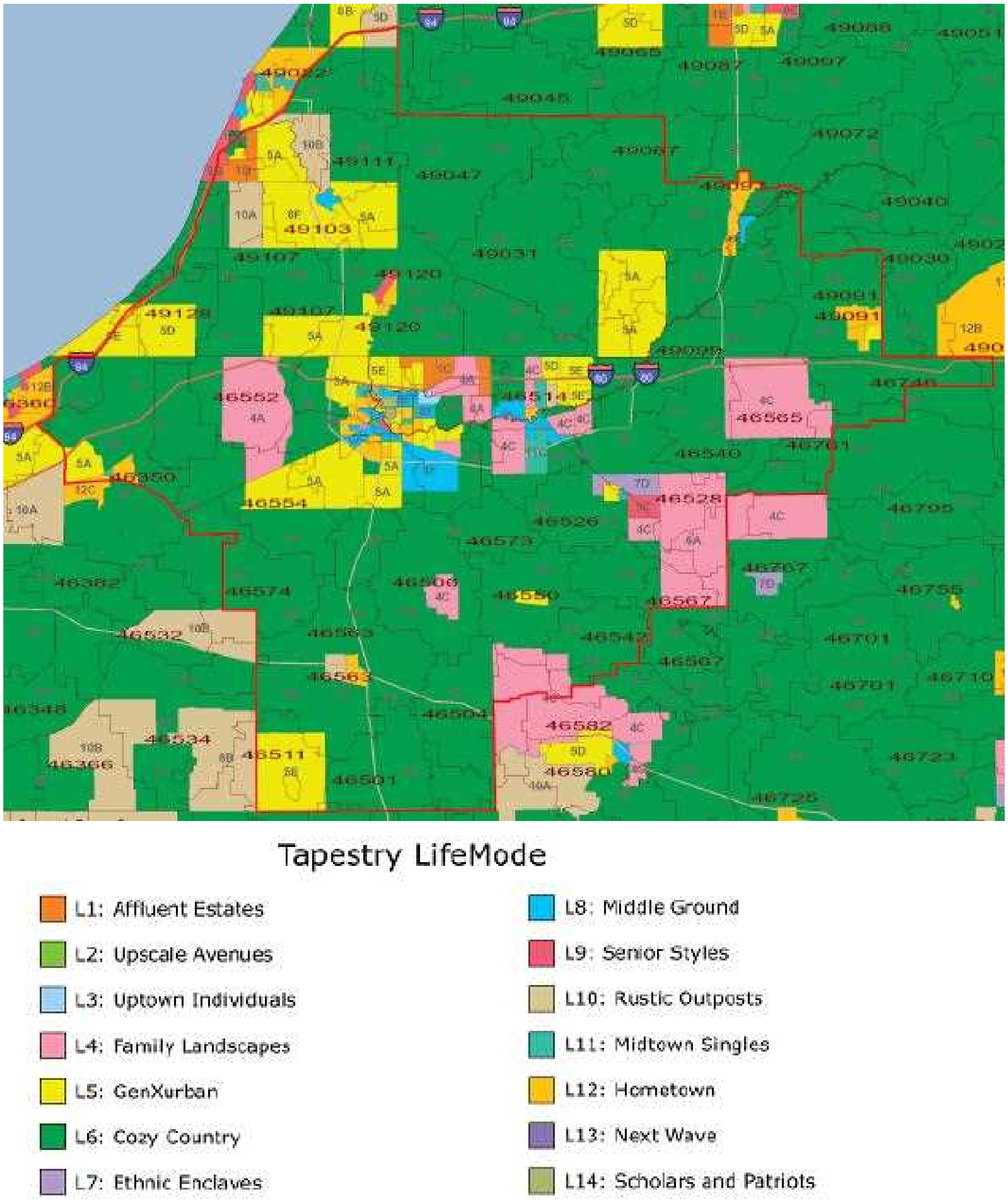
Tapestry Segmentation

PC's data vendor Esri provides an analysis of 'tapestry segmentation' that examines variations and classifies market areas into 67 unique psychographic groups (or segments) with similar values and behaviors. Naturally, the individuals and households that reside in the local market area have diverse interests, income levels, educational attainment levels and professional backgrounds. The objective of segmenting population in this way is to break populations in groups that are generally similar in terms of lifestyle choices, spending habits and leisure activities. The tapestry titles are helpful shorthand for each group's common traits, but often further detail on these groups' common characteristics is helpful, which is why PC provides more detailed demographics on each of the segmentation groups highlighted in this section.

The local market area is composed primarily of working-class households living in rural, urban and suburban environments, intermixed with a handful of more affluent households. Multiple, similar tapestry segments can be further aggregated into groups, called LifeModes. Figure 4 displays a map of the local market area with LifeModes indicated by neighborhood.

The population centers of Mishawaka and South Bend host a diverse mixture of LifeModes, the most common being Family Landscapes, GenXurban, Midtown Singles and Middle Ground. These groupings include predominately young to middle-aged adults, some with children and some without. Outside of the cities, the predominant LifeMode is Cozy Country Living, which is characterized by late-middle to retirement aged adults living in rural settings. The individual tapestry groups which will most likely visit the Facility are addressed in detail in Tables 5 and 6.

Figure 4: Tapestry Segmentation LifeModes



PC highlights six specific tapestry segments in the local market area as potential regular users of the Facility, namely, Traditional Living, Hardscrabble Road, Middleburg, Down the Road, Barrios Urbanos and Soccer Moms.[21] The segments are similar because of their younger to average median ages, higher to average household sizes as well as their interest in family-oriented activities. Most segments selected by PC also have average to below average median family incomes and several include numerous single-parent households. Table 5 shows a short list of key tapestry segments for the local market area, while Table 6 details a number of key national-level characteristics for each of the highlighted segments.

Table 5: Tapestry Segmentation in Local Market Area and United States

Rank	Tapestry Segments	Local Market Area		United States	
		Percent of Households	Cumulative Percent of Households	Percent of Households	Cumulative Percent of Households
2	Traditional Living	10.6%	10.6%	1.9%	1.9%
4	Hardscrabble Road	6.8%	17.4%	1.2%	3.1%
6	Middleburg	5.6%	23.0%	2.9%	6.0%
11	Down the Road	2.5%	25.5%	1.2%	7.2%
13	Barrios Urbanos	2.0%	27.0%	1.0%	8.2%
15	Soccer Moms	1.8%	29.8%	2.9%	11.1%

Source: Points Consulting & Esri Business Analyst

Table 6: National-Level Characteristics of Local Market Area Tapestry Segments

Rank	Tapestry Segments	Median Household Income	Median Age	Avg. Household Size	Wealth Index	Socioeconomic Status Index
3	Traditional Living	$39,300	35.5	2.51	43	76
4	Hardscrabble Road	$28,200	32.4	2.66	30	59
6	Middleburg	$59,800	36.1	2.75	86	106
11	Down the Road	$38,700	35.0	2.76	46	76
13	Barrios Urbanos	$38,000	28.9	3.62	42	70
15	Soccer Moms	$90,500	37.0	2.97	143	143

Source: Points Consulting & Esri Business Analyst

These six segments compose 29.8% of the region’s households and 11.1% of households in the United States. This demonstrates that the Mishawaka area offers a sizable customer base of households with children living at home that also have interest in family-oriented and sports activities.

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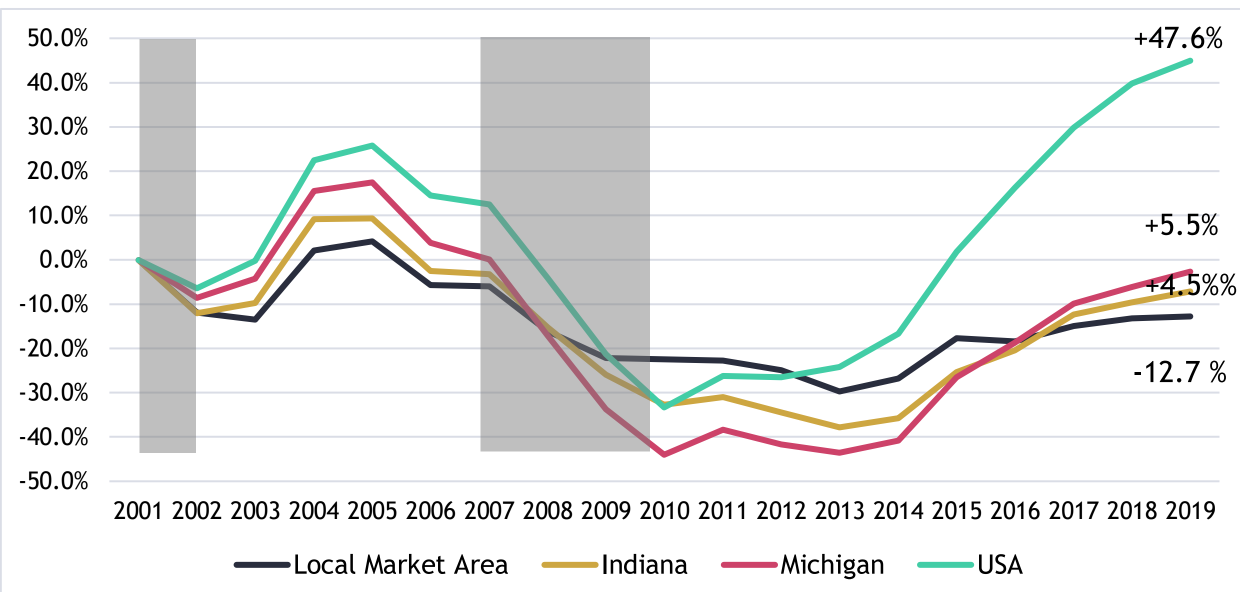
[21] More information about the characteristics of and the differences between, each of these segments can be found on the Esri website: https://www.esri.com/en-us/arcgis/products/tapestry-segmentation/overview.

It is also worth noting that many of the remaining top ranked segments are mature-aged with few to no children living at home. For example, Salt of the Earth, Green Acres and Comfortable Empty Nesters neighborhoods tend to have mature residents that live in a country setting, value family time and outdoor activities. Such residents could serve as an occasional audience at the Facility to watch a family member participate in sporting events but will not be the primary users. Further details of all of the top 20 tapestry groups is contained in Appendix B.

Local Market Area Industry Performance

It is important to review local and national trends in the industry sector that most closely approximate the Facility. Growth of a given industry within the local market area is a strong sign of persistent market demand. Inconsistent or declining employment trends can be a sign of cyclical market demand tied to overall economy performance. While employment is an imperfect metric, it is highly correlated with industry financial performance. The industry that most closely fits the Facility is North American Industrial Classification System (NAICS) code 713940: Fitness and Recreational Sports Centers. Cumulative employment change in this industry between 2001 and 2019 in the local market area, Indiana, Michigan and the United States are displayed in Figure 5. More recent trends within each of the nine counties included in the local market area are included in Figure 6 and Table 7.

Figure 5: Cumulative Employment Growth within the Fitness and Sports Center Industry, 2001-2019

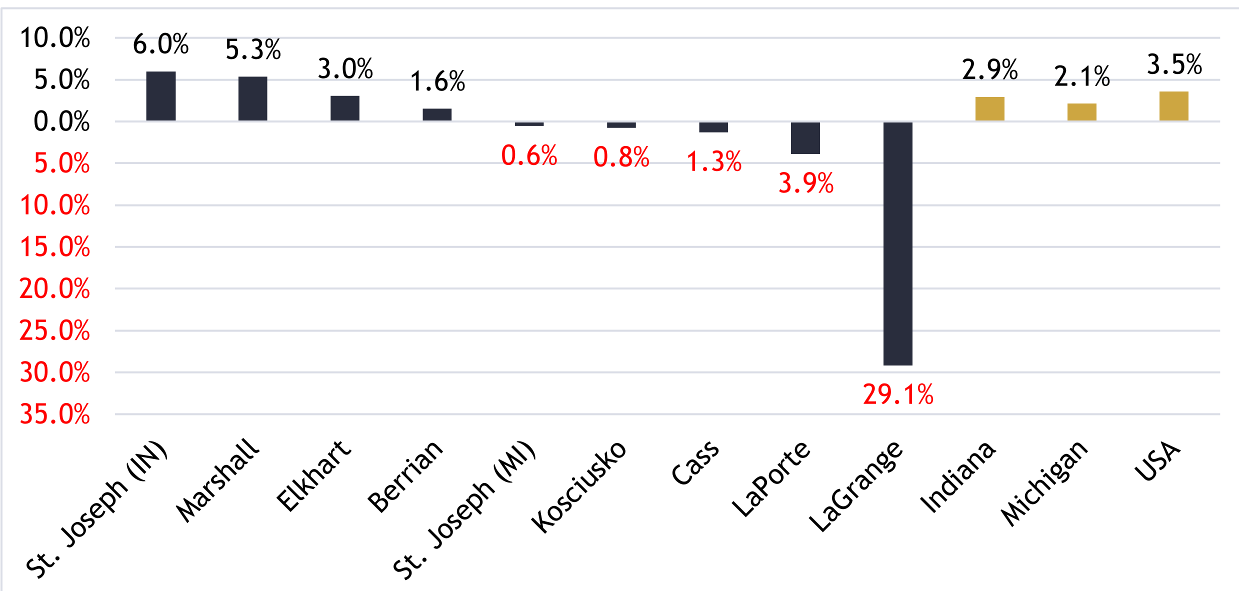


Source: Emsi, 2019.4

The fortunes of the fitness center industry have been up and down in the states of Indiana and Michigan. In both states, Fitness and Sports Center employment was highest in 2005. Corresponding with the Great Recession and declining discretionary incomes, the next six consecutive years brought precipitous declines in employment. The period between 2010 and 2019 has been largely positive for both states, with most years posting year-over-year growth. As show in Figure 5, between the whole period of 2001 and 2019 employment in Indiana and Michigan increased by 5.5% and 4.5%, respectively. Meanwhile, at the national level, employment followed the same pattern of peaking prior to the recession and diving between 2006 and 2010. Since that time, the industry has performed very well at the national level, posting a 3.5% compound annual growth rate over the past five years, ending the whole period of 2001 to 2019 with 47.6% growth.

Within the local market area, fitness center industry employment followed state and national trends between 2001 and 2017. The industry was not damaged as much during the Great Recession (2007 through 2009) as the states or nation, a factor which should be kept in mind with a looming recession in 2020. Over the past five years, most years have resulted in positive employment growth, amounting to a compound annual growth rate of 3.6% between 2014 and 2019. Between the whole period of 2001 and 2019 employment in the local market area decreased by 12.7%.

Figure 6: Past 5-Years Average Annual Employment Growth Rates by County within the Local Market Area



Source: Emsi, 2020.1

Table 7: Numeric and Average Annual Growth in Fitness Center Industry by County, 2014 - 2019

County	Past 5 Years AAGR	Past 5 Years Jobs
St. Joseph (IN)	6.0%	93
Marshall	5.3%	24
Elkhart	3.0%	19
Berrien	1.6%	16
St. Joseph (MI)	-0.6%	<-1
Kosciusko	-0.8%	-2
Cass	-1.3%	<-1
LaPorte	-3.9%	-16
LaGrange	-29.1%	-4
Indiana	2.9%	1,045
Michigan	2.1%	1,140
United States	3.5%	112,035

Source: Emsi, 2019.4

"St. Joseph County accounts for nearly 9% of Indiana's fitness center industry growth while accounting for less than 3% of its population growth"

As shown in Figure 5 and Table 7, over the past five years the Fitness and Recreational Sports Center industry expanded in four of the nine counties included in the local market area. Two additional counties experienced slight decreases and the remaining four counties had no significant growth or decline. For rural counties, where job counts are low, the growth rate numbers in isolation can be misleading. As shown in Table 7, none of the counties experienced job losses exceeding 20 workers. Considering both growth rates and numeric growth, Marshall, Elkhart and St. Joseph Counties in Indiana all experienced significant employment gains. In fact, St. Joseph County (IN) alone accounted for nearly 9% of all fitness center industry net job growth within the state of Indiana over the past five years, while accounting for only around 3% of net population growth over the same period of time. In summary, although smaller counties in the local market area are struggling to sustain the fitness center industry, three of the counties in closest proximity to the proposed Facility location have grown in recent years.

Expenditures on Sports Related Services

Using the local market area described previously, PC analyzes annual expenditures related to various sports and recreational services. For context, the following analysis also displays average expenditures for residents of Indiana and for the United States.

Though youth are the primary market for the Facility, this portion of the study focuses primarily on adults' household spending decisions. The values and decisions of adults are still important for numerous direct and indirect reasons. Firstly, adults would serve as supporters, fans, funders and sponsors for youth sports in the region. Secondly, adults would also serve as secondary users of the Facility.

Categories of spending analyzed include:

- Admission to Sporting Events Excluding Trips
- Fees for Recreational Lessons
- Fees for Participant Sports
- Membership Fees for Social Recreation/Civic Clubs

"Households in the local market area spend twice as much annually on Sports Participation Fees as on Movie Tickets"

In Table 8, the Average Amount Spent column represents the average household over the prior 12-month period. The total column is the total spent in that category for the area in millions of dollars.[22] The highest expenditures are for membership fees to social, recreation and civic clubs ($180.48/year), followed by Recreational Lessons ($107.10/year). In total, the average household in the market area spends $428.21 annually on sports related services. In comparison, households in the local market area spend more than twice as much on Fees for Participation Sports than on Tickets to Movies.[23]

Table 8: Spending on Sports-Related Services

	Local Market Area		Indiana	USA
	Average Amount Spent	Total ($ millions)	Average Amount Spent	Average Amount Spent
Admission to Sporting Events, excl. Trips	$54.13	$15.90	$55.47	$63.10
Fees for Participant Sports, excl. Trips	$86.50	$25.41	$89.86	$107.24
Fees for Recreational Lessons	$107.10	$31.46	$112.17	$143.42
Membership Fees	$180.48	$53.02	$187.95	$236.50
Total	**$428.21**	**$125.79**	**$445.45**	**$550.26**

Source: Esri Business Analyst, via US Census Consumer Expenditure Survey (CEX)

These data indicate that households in the local market area spend less across all categories of sports-related services, compared to Indiana and the nation as a whole. On average, households in the local market area spend 3.9% less on sports-related services than the average Hoosier household. However, when average spending on sports related services is analyzed as a portion of average household income for the market area, the ratios are closely aligned with state-wide benchmarks. These metrics, therefore, are not likely a signal of diminished interest in sports services but rather a result of income-based spending adjustments by local households.

[22] The Total column was omitted from Indiana and USA due to the significant increases in population making it difficult for comparison.
[23] These categories are included in the Recreational Expenditures in the Esri database but are not displayed in Table 8.

Table 9 presents data on ownership of various exercise-related equipment by households in the local market area. Although adults are the most common users of at-home exercise equipment, this metric serves as a helpful proxy for their level of interest and willingness to spend on athletic products and services. The analysis also uses the advanced metric, Market Potential Index (MPI), which measures the likely demand for a product or service in an area in comparison to the national demand. MPI values for USA are 100 and values above 100 indicate greater demand than the national average, while values under 100 represent less demand on a percentage basis.

Table 9: Exercise-Related Equipment Ownership

	Local Market Area		Indiana		USA	
	Percent of Population	MPI	Percent of Population	MPI	Percent of Population	MPI
Own Elliptical	4.1%	99	4.1%	98	4.2%	100
Own Stationary Bicycle	5.4%	104	5.3%	103	5.2%	100
Own Treadmill	10.1%	112	10.0%	111	9.1%	100
Own Weightlifting Equipment	11.5%	99	11.6%	100	11.6%	100

Source: Esri Business Analyst, via US Census Consumer Expenditure Survey (CEX)

The data indicate that households in the local market area are more likely than Indiana and US households to own certain types of exercise-related equipment. Metrics are higher among treadmills and stationary bikes, but the gap is largest with treadmills (MPI of 112 for the local market area). Households in the local market area roughly as likely as residents of Indiana and the United States to own an elliptical machine and weightlifting equipment.

Interest in Sports Participation, Attendance & Viewership

The analysis below displays another lens of consumer demand via participation, attendance and viewership in various types of sports. Table 10 shows the specific sports that residents have participated in during the last 12 months.

Table 10: Sports Participated in During Last 12 Months

	Local Market Area		Indiana		USA	
	Percent of Population	MPI	Percent of Population	MPI	Percent of Population	MPI
Basketball	7.0%	88	7.6%	94	8.0%	100
Football	4.6%	97	4.8%	102	4.7%	100
Volleyball	3.5%	100	3.6%	104	3.5%	100
Baseball	3.4%	85	3.6%	91	4.0%	100
Soccer	3.2%	80	3.4%	85	4.0%	100
Softball	2.8%	100	2.9%	103	2.8%	100

Source: Esri Business Analyst

The data indicate that the local market area trails the state and the nation in most of the participation sports analyzed. Local MPI is about average for volleyball and softball, slightly lower than average for football and notably below average for soccer, basketball and baseball.

In terms of percentage of population participating, basketball leads the way at 7.0% followed by football and volleyball.

The Facility would serve as a location for residents to both participate in and attend sporting events. For this reason, attendance rates at professional, collegiate and amateur sporting events is another valuable metric for indicating interest levels in an athletic facility. Table 11 shows the percent of households that have attended any sports event and any high school sports event during the past 12 months.

Table 11: Attendance at Sporting Events

	Local Market Area		Indiana		USA	
	Percent of Population	MPI	Percent of Population	MPI	Percent of Population	MPI
Attend Sports Events	15.8%	95	16.2%	97	16.7%	100
Attend High School Sports Events	3.8%	114	3.8%	114	3.4%	100

Source: Esri forecasts for 2019.Usage data were collected by GfK MRI in a nationally representative survey of U.S. households.

The context of the region is important to note in reference to sports attendance and viewership. Opportunities to attend professional sports within the region are virtually non-existent, though the region does possess strong collegiate and high school sports attendance opportunities. The South Bend area hosts the South Bend Cubs, which is a U.S. Class A minor baseball team that plays in the Midwest League. South Bend area residents also have access to several collegiate athletic teams at the University of Notre Dame, most notably men's football and men's basketball.

It is notable that 15.8% of regional residents attended some form of sporting event over the past 12 months. This metric is particularly important when considering that some of the previously identified tapestry segmentations are less likely to participate in sports but may still visit the Facility as attendees. Local residents reveal a stronger than average interest in high-school sports with an MPI score of 114, which mirrors the statewide average. Since the Facility will focus largely on youth athletics, the greater attendance of high school sporting events in the local market is a positive indicator of strong local demand.

In addition to sporting event attendance, watching a sporting event on television is a similar indicator of sports interest. Data for these activities are displayed in Table 12.

Table 12: Sporting Events Watched on TV

	Local Market Area		Indiana		USA	
	Percent of Population	MPI	Percent of Population	MPI	Percent of Population	MPI
Watch Sports on TV	58.6%	102	58.4%	101	57.7%	100
Football (NFL weekend games)	31.3%	105	31.1%	105	29.8%	100
Football (college)	25.7%	109	25.6%	109	23.6%	100
Baseball (MLB regular season)	20.2%	103	19.8%	101	19.6%	100
Basketball (college)	14.3%	106	14.5%	108	13.4%	100
Basketball (NBA regular season)	12.8%	86	13.4%	90	14.9%	100
High School Sports	5.3%	111	5.3%	111	4.8%	100
Soccer (MLS)	3.9%	80	4.0%	83	4.8%	100
Basketball (WNBA)	3.2%	104	3.2%	103	3.1%	100
Volleyball (pro beach)	3.2%	104	3.1%	102	3.0%	100

Source: Esri Business Analyst

"Despite the area's high-profile collegiate sports teams, residents are still highly engaged with high school sports, throwing their energy into both attending and watching from home."

The percentage of households that watch sports on television is similar to statewide norms. There are three sports for which the local market area MPI and percent of population exceed state and national benchmarks: MLB regular season baseball, WNBA basketball and pro beach volleyball. It's worth pointing out that two of these three sports are female dominated. The local market area matches or trails the state in MPI for viewership of other sports analyzed. In keeping with Indiana norms, the local market area significantly exceeds the nation in viewership rates of high school sports, college basketball and college football. These trends are consistent with attendance data from Table 11 and reveal a strong market demand for youth and amateur sports.

Data from Tables 10 through 12 point to a population that are highly engaged with attending and following high school sports. Despite the area's high-profile collegiate sports teams, high school sports remain popular amongst sports enthusiasts. In terms of participation, residents have similar sports preferences to the rest of Indiana but skew slightly higher with volleyball and softball. When watching sports on television, residents display below average interest in soccer and professional basketball and above average interest in high school sports and college sports (such as basketball and football).

Exercise Activity

As a final indicator of interest in sports within the region, residents' amount of exercise activity is displayed in Table 13.

Table 13: Amount Exercising Per Week

	Local Market Area		Indiana		USA	
	Percent of Population	MPI	Percent of Population	MPI	Percent of Population	MPI
Spend 7+ Hours	19.3%	95	19.3%	95	20.4%	100
Spend 4-6 Hours	16.9%	87	17.6%	91	19.4%	100
Spend 1-3 Hours	23.3%	100	23.3%	100	23.3%	100
Exercise at Club 2+ Times	11.9%	83	12.3%	86	14.4%	100
Exercise at Other Facility 2+ Times	7.0%	81	7.4%	86	8.6%	100

Source: Esri, Business Analyst

These data indicate that residents of Indiana tend to spend less time exercising per week than the broader United States. The local market area is similar in many respects. Yet, these should not be taken as signs of disinterest. By way of comparison, the percentage of residents who spend one to three hours exercising per week is higher than the percentage who "went to a museum in last 12 months" and those who "visited a theme park in last 12 months."[24]

Site Characteristics

An important factor in any commercial development is the level of traffic in areas surrounding the site. As a general rule of thumb, commercial developers look for locations with 5,000 or greater average daily traffic counts (ADTs), though this value varies based on site visibility, natural traffic drawn and other such factors.

At this stage, though no specific site has been selected, the development site is expected to be near the intersection of Douglas Road and Capital Avenue in Mishawaka. Figure 7 provides a map of ADTs for major roads and streets south of the I-90 in northern Mishawaka based on data collected between 2010 and 2018.

[24] These categories are included in the Sports & Leisure and Retail Market Potential categories in the Esri database but are not displayed in Table 13.

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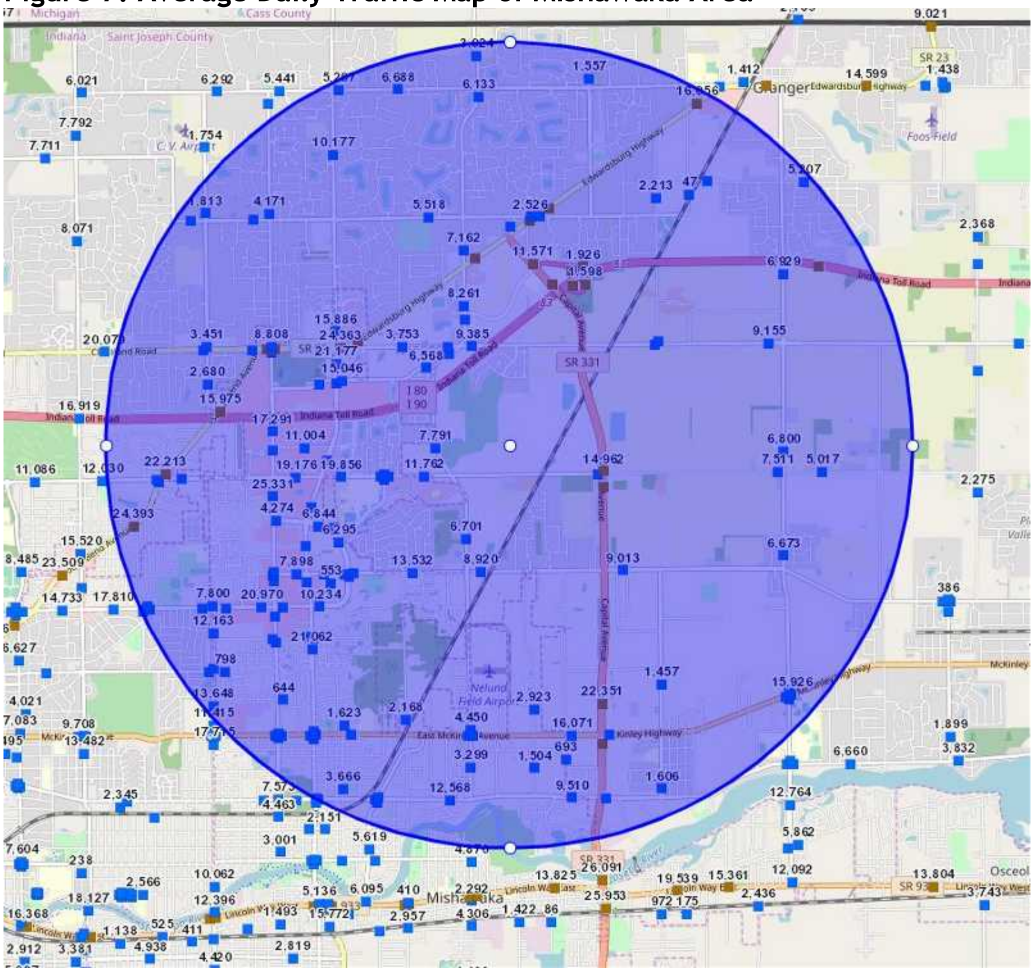
Figure 7: Average Daily Traffic Map of Mishawaka Area



Source: Indiana Department of Transportation, Traffic Count Database System

Traffic is strongest along Capital Avenue, as well as the I-90 between Roseland and Elkhart, which is one of the primary thoroughfares into South Bend and the University of Notre Dame. Near the Facility, the intersection at Douglas Road and Capital Avenue (State Road 331) has ADTs of 20,800 as of 2018, an amount which has nearly quadrupled since 2001. The closest I-90 exchange has ADTs of more than 12,000, while ADTs on Main Street near Douglass Road are nearly 29,000.[25] The accumulation of traffic near I-90 and Grape Road is caused in part by the University Park Mall, along with a wide variety of retail, food service and accommodation

[25] Indiana Department of Transportation, Traffic Count Database System (TCDS), https://indot.ms2soft.com/tcds/tsearch.asp?loc=Indot&mod.

businesses that surround the mall. Other significant businesses near the University Park Mall and the Facility include Walmart, Sam's Club, Target, Costco and several hotels.

Secondary hot spots around the region include State Road 93 to the south and the intersection of Douglas Road and Holy Cross Parkway, where nearly 20,000 ADTs are due in-part to traffic to and from the St. Joseph Regional Medical Center Hospital.

> *"Daily Traffic at the intersection of Douglas Road and State Road 331 has quadrupled since the turn of the 21st century. And the city of Mishawaka is investing in road and commercial infrastructure within the same corridor."*

It is also worth noting that state and county transportation departments are working on a number of road projects in the area that should help streamline traffic patterns and could bring in more consumers from the surrounding counties. One such project is the reconstruction of Douglas Road between Ivy Road and State Road 23, which includes expanding the road from two lanes to five lanes in the segment east of Fir Road out to the Elkhart County line.[26] Additionally, the city of Mishawaka is currently developing of the Juday Creek Business Park, a 44-acre property along Douglas Road, between Fir Road and State Road 331, which is being marketed for retail, office/medical and hotel usage.[27]

Lastly, PC conducted a brief review of city and county planning documents to determine how the proposed Facility would either compliment or conflict with community plans and goals. The city of Mishawaka has numerous health and community wellness assets including the Batell Community Center, the Merrifield Pool & Ice Rink and the Eberhart-Petro Golf Course but does not operate any multi-use sports facilities.[28] The City of Mishawaka does not have a comprehensive plan that would elaborate on the community's goals and visions related to recreation. Rather, St. Joseph County and South Bend have a Comprehensive Plan, which was last published in 2002. This document notes the importance of monitoring the availability of assets and expanding the asset base to serve existing and future residents as well as utilizing "targeted recreational facilities" as a means for increasing private property values.[29]

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26 South Bend Tribune, "St. Joseph County, Mishawaka have big plans for improving Douglas Road", June 17, 2018, https://www.southbendtribune.com/news/local/st-joseph-county-mishawaka-have-big-plans-for-improving-douglas/article_b7ddf17a-20a5-571d-ad39-79a26be8c4cf.html.
27 Judah Creek Business Park, https://judaycreekbp.com/.
28 Mishawaka 2020 Activity Guide, http://mishawaka.in.gov/sites/default/files/parksandrecreation/2020/2020-parks-activity-guide.pdf.
29 Comprehensive Plan for South Bend and St. Joseph County, Indiana, April 2002, https://www.sjcindiana.com/DocumentCenter/View/1172/2002-Comprehensive-Plan-for-South-Bend-and-St-Joseph-County-?bidId=.

4. Supply Assessment

In addition to determining the level of demand among residents in the local market area, it is equally essential to determine whether existing facilities are adequately supplying the market's needs. The following analysis is based on PC's primary research of local athletic facilities, conducted primarily through web-based research. PC reviewed all forms of sports and fitness facilities from membership-driven gyms to public and privately operated facilities to fields, hardcourts and diamonds at various institutions (e.g.: schools, churches, etc.). The most comparable facilities are highlighted in subsections focused on most comparable local facilities, indoor hardwood courts, diamond sports and outdoor field sports.[30]

Catalogue of Local Facilities

PC conducted a thorough review of the local market area to determine facilities that provide services similar to the Facility. In total, PC reviewed 204 individual fitness facilities including everything from small scale gyms to large-scale sports complexes. Focusing just on potential competitors, there are 90 facilities with indoor hard-courts, 128 facilities with diamonds, 113 facilities with outdoor fields and two facilities with outdoor turf fields.[31] The majority of outdoor facilities are publicly-owned by various cities and municipalities. Quality of these fields varies and they are generally available to the public on a regular basis. The majority of indoor facilities are prioritized for certain audiences (e.g.: secondary schools and Universities) or are operated by pay-for-membership organizations (such as the YMCA). As will be explained, each peer facility has some limitations to availability, size and/or scope of services. Tables 14 and 15 display the distribution of facilities according to category and County location.

Table 14: Facilities in Local Market Area by Category

Category	Number of Facilities	Percentage of Facilities
School	85	41.7%
Public Park	50	24.5%
Local Field	25	12.3%
Outdoor Sports Complex	23	11.3%
Indoor Sports Complex	7	3.4%
Indoor/Outdoor Sports Complex	7	3.4%
Stadium	7	3.4%
Grand Total	**204**	**100.0%**

Source: Points Consulting, 2020

[30] Please note, where PC was unable to find further information fields are marked as "N/A" in the following tables. If any facilities omitted are the sole responsibility of Points Consulting.
[31] Numbers do not sum to 210 because certain facilities possess multiple assets across categories

Table 15: Facilities in Local Market Area by Location & Category

Category	Number	Percentage in County
St. Joseph, IN	**72**	**--**
Public Park	22	30.6%
School	22	30.6%
Outdoor Sports Complex	11	15.3%
Local Field	6	8.3%
Indoor Sports Complex	4	5.6%
Stadium	4	5.6%
Indoor/Outdoor Sports Complex	3	4.2%
Elkhart	**42**	**--**
School	16	38.1%
Public Park	9	21.4%
Local Field	9	21.4%
Outdoor Sports Complex	4	9.5%
Indoor Sports Complex	2	4.8%
Indoor/Outdoor Sports Complex	1	2.4%
Stadium	1	2.4%
LaPorte	**19**	**--**
School	6	31.6%
Local Field	5	26.3%
Public Park	3	15.8%
Indoor/Outdoor Sports Complex	2	10.5%
Outdoor Sports Complex	2	10.5%
Stadium	1	5.3%
Berrien	**18**	**--**
School	11	61.1%
Public Park	4	22.2%
Outdoor Sports Complex	2	11.1%
Local Field	1	5.6%
St. Joseph, MI	**14**	**--**
School	10	71.4%
Local Field	2	14.3%
Public Park	2	14.3%
Marshall	**12**	**--**
School	6	50.0%
Public Park	3	25.0%

Category	Number	Percentage in County
Stadium	1	8.3%
Indoor Sports Complex	1	8.3%
Local Field	1	8.3%
Cass	**11**	**--**
School	6	54.5%
Public Park	3	27.3%
Outdoor Sports Complex	1	9.1%
Local Field	1	9.1%
Kosciusko	**11**	**--**
School	6	54.5%
Outdoor Sports Complex	3	27.3%
Public Park	1	9.1%
Indoor/Outdoor Sports Complex	1	9.1%
Lagrange	**5**	**--**
Public Park	3	60.0%
School	2	40.0%
Grand Total	**204**	--

Source: Points Consulting, 2020

The overwhelming majority of facilities are Schools and Public Parks, followed by Local Fields and Outdoor Sports Complexes. A similar pattern holds in the counties that compose the region, with each dominated by schools, public parks and local fields. St. Joseph County (IN) hosts the largest proportion of facilities (35.3%), followed by Elkhart (20.2%). No other county hosts more than 20 facilities.

"Despite a number of public and privately operated sports facilities in the region, access and usability is limited due to facilities' focus on specific populations and lack of indoor turf fields."

Focusing on the area directly surrounding the prospective Facility, there are sixteen sports facilities located within a three-mile radius of the proposed site. Within the five-mile radius are a total of 41 facilities. The density of such facilities within a small space indicates the degree to which sports and wellness are a priority for the local cities and schools. However, the majority of nearby facilities are either publicly operated parks and fields focused on a limited array of sports, or indoor facilities operated by private high schools and colleges, which accessibility restrictions. One of the most comparable nearby facilities is the Martin Luther King, Jr. Recreation Center, which is 10-miles away in South Bend and considerably smaller with just three indoor basketball courts and one baseball diamond.

Most Comparable Local Facilities

The gap that KCAF is seeking to fulfill in the Mishawaka area is for a high-quality, multi-use sports-facility that is frequently available to the public, yet can also host large scale regional tournaments for visitors. Of the 204 facilities identified, only fourteen have notably-sized indoor facilities. Of those, only four have the space and adequate amenities to host a large-scale tournament, namely, the Joyce Center at Notre Dame, Haggar Fitness Complex at Notre Dame, Elkhart Sports Center Inc in Elkhart and the Zone Sports Complex in Plymouth. The size of these facilities range from roughly 33,000 sq. ft with the Zone Sports Complex to 118,000 sq. ft with the Haggar Fitness Complex.

While the Haggar Fitness Complex has more than enough space and services, it would be particularly difficult for outside organizers to hold tournaments or practices here due to its particular focus on the student athletes of Notre Dame. The Joyce Center, which is smaller and also located at Notre Dame, suffers from the same shortcomings.

The Elkhart Sports Center is a high-quality facility but has several of its own setbacks. The Elkhart Sports Center offers two basketball/volleyball courts along with an indoor turf field for soccer and lacrosse. All of which are available for rent to the general public. Vendor websites further indicate that these fields are also used for flag football, futsal and lacrosse. While there are not many courts available, it easily would accommodate smaller tournaments or training sessions. This facility's main issues relate to size and location. At roughly 51,000 sq. ft, it is roughly 30% to 40% the size of the proposed Mishawaka Facility. Also, it's location on the east side of Elkhart is less accessible to residents of St. Joseph County, as well as others in counties lying to the north and west.

> *"Several high-quality indoor facilities exist in northern Indiana. Most have shortcomings in terms of accessibility, size and/or location, or they serve a different geographic area."*

The Zone offers four high -quality basketball and volleyball courts which are rented out for league, tournaments and games. The facility expanded in 2015 include an indoor turf field for soccer and lacrosse. The organization's website indicates that the Zone has hosted basketball and volleyball events of the variety that KCAF regularly hosts and also has sponsorships with numerous significant corporate partners. Like the Elkhart Sports Center, the shortcomings of this facility are its size and location. Located in Marshall County and home to just over 10,000 residents, Plymouth's local market is considerably smaller, as is its ability to provide lodging and amenities to a large number of travelling teams. And, at roughly 33,000 sq. ft, the Zone is roughly 1/5th to 1/4th the size of the proposed Mishawaka Facility.

Though slightly outside of the local market area, another peer facility must be noted due to its close parallel's with KCAF's intended model. The Hammond Sportsplex is located in Hammond, Indiana in Lake County, which is more than an hour to the west of Mishawaka and within the Chicago metropolitan area. At 135,000 square feet, it comes the closest both in size and scope to matching the proposed Mishawaka Facility. The Sportsplex, which opened in 2019, features six indoor basketball courts, ten volleyball courts, two indoor turf fields, a recreation area with a concession stand, a lounge area with TVs and surround sound and an upper deck loop for walkers and runners. In terms of amenities, the Sportplex is fairly comparable to the proposed Facility. However, being in the greater Chicago area, the Sportsplex will attract regular traffic from numerous counties in Illinois and northwest Indiana and have little competitive overlap with the Mishawaka Facility. There could be some competition for local tournaments but most likely the additional Facility in northern Indiana would expand the net for greater youth tourism traffic.

One key difference between the two facilities is the management structure. KCAF partners with municipalities in development, ownership and operation of the Facility long-term, whereas the Sportsplex is operated by the City of Hammond. As noted in the Industry Summary section, experience and economies of scale are significant success factors in both the fitness center and sports coaching industries, which would seem to provide an upper hand in efficiency of operation to the KCAF Facility.

Table 16: Closest Local Comparisons to Proposed St. Joseph County Athletic Facility[32]

Facility	Est. Indoor Square Footage	Indoor Courts	Indoor Turf	Outdoor Fields	Other Amenities
Joyce Center (Notre Dame, IN)	43,000	3	1	N/A	Also services fencing
Haggar Fitness Complex (Notre Dame, IN)	118,000	N/A	N/A	N/A	Services all 26 varsity sports
Elkhart Sports Center Inc (Elkhart, IN)	51,000	3	1	N/A	N/A
The Zone Sports Complex (Plymouth, IN)	33,500	8	1	N/A	Recent expansion of indoor turf fields
Hammond Sportsplex (Hammond, IN)	135,000	6	2	N/A	Batting cages, Lounge area, indoor track
Proposed Facility (Mishawaka, IN)	~200,000	8	2	TBD	N/A

Source: Points Consulting, 2020

32 Also note that photos used in this document are believed by be permitted via United States fair use policies. As a courtesy to original content providers, links to each work are provided in Appendix C: Photo Attributions.

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Figure 8: The Zone Sports Complex (Plymouth, IN)

Figure 10: Hammond Sportsplex (Hammond, IN)

Figure 9: Elkhart Sports Center (Elkhart, IN)

Indoor Hardwood Sports

In terms of facilities that would be feasible for larger scale tournaments, the only options are the Haggar Fitness Complex, Elkhart Sports Center, The Zone Sports Complex and the Hammond Sportsplex, each of which were highlighted in the previous section.

Diamond Sports

Table 17 identifies locations that would offer relative competition to the Facility in terms of baseball and softball diamonds. This area of northern Indiana and southern Michigan hosts a large number of baseball diamonds, which are typically operated by public parks or schools with few apparent limitations on usage. However, PC's analysis focuses primarily on facilities that have a large amount of diamonds or would be suitable for hosting a large-scale tournament. Seven facilities stand out as potential competitors: Chet Waggoner Little League in South Bend, Byers Softball Complex in South Bend, Harris Township Jr. Baseball in Granger, Osceola Baseball & Softball Association in Osceola, Model School Park in Goshen, Kohn Soccer Complex in Stevensville and the City County Athletic Complex in Warsaw.

Chet Waggoner Little League has eight baseball diamonds of which six are full-sized, along with paved walkways and a playground. However, it lacks lighting, which limits times and seasons that the diamonds can be used. Byers Softball Complex on its own has four lighted diamonds plus a fifth unlighted diamond, but in combination with Belleville Park, could have up to 11 diamonds plus a playground, tennis courts and basketball courts. This location overall has the strongest facility in South Bend.

There are numerous smaller facilities in the cities outside the core populous areas of South Bend, Mishawaka and Elkhart. Harris Township Jr. Baseball has nearly identical facilities to Chet Waggoner Little League but with access to lighting, which would allow the diamonds to be used more frequently. It has a large community focus, hosting youth baseball up to age 16 and youth softball up to age 18. Osceola Baseball Softball Association has 10 baseball diamonds along with a playground and track, but lacks a large amount of parking or extra amenities such as lighting or a concession stand. Model School Park has eight baseball diamonds, ample parking due to its proximity to Model Elementary School, a playground, a soccer field and a track but does not appear to be lighted.

City-County Athletic Complex has eight baseball diamonds and at least 10 soccer fields. In addition, Warsaw and Kosciusko County plan to add an indoor facility that will add two indoor softball fields along with an indoor soccer field.

Kohn Sports Complex offers 11 baseball diamonds along outdoor turf soccer fields and an outdoor turf football field. Taking account for the close proximity to both the Lakeshore Youth Soccer Complex and Lakeshore High School, 18 more soccer fields along with more football fields and tennis courts can be added to these totals. Though it possesses no indoor elements and is located in a low-population town of Stevensville, Michigan these facilities could serve as competitors for regional tournaments during spring and summer seasons for baseball and soccer, due to the sheer volume of space available.

Table 17: Local Diamond Sports Facilities

Facility	Est. Indoor Square Footage	Number of Diamonds	Number of Fields	Cost Structure	Features/Amenities
Chet Waggoner Little League (South Bend, IN)	N/A	8	N/A	N/A	Used for Little League games
Byers Softball Complex (South Bend, IN)	N/A	11	N/A	N/A	Close proximity to Belleville Park
Harris Township Jr. Baseball (Granger, IN)	N/A	8	N/A	N/A	Associated with a public park
Osceola Baseball Softball Association (Osceola, IN)	N/A	10	N/A	N/A	Used for OBSA games
Model School Park (Goshen, IN)	N/A	8	1	N/A	N/A
Kohn Sports Complex (Stevensville, MI)	N/A	11	N/A	N/A	Adjacent to Lakeshore Youth Soccer Complex
City-County Athletic Complex (Warsaw, IN)	5,500	8	10+	N/A	Indoor facility being built

Source: Points Consulting, 2020

Figure 11: Chet Waggoner Little League (South Bend, IN)

Figure 12: Byers Softball Complex (South Bend, IN)

Figure 13: Kohn Sports Complex (Stevensville, MI)

Figure 14: City-County Athletic Center (CCAC) (Warsaw, IN)

Outdoor Field Sports

Table 18 outlines the locations with outdoor football or soccer fields that would offer competition to the Mishawaka/South Bend facility. In terms of outdoor field space, though there initially seems to be numerous options in the region, the actual number of quality spaces that are centrally located and available for regular use are fairly limited. One of the largest issues for the region is that some of the spaces most suited for hosting tournaments are reserved primarily for specific sports clubs. Furthermore, very few organizations are supplying turf field options, either indoor or outdoor and at any level of quality.

The most dominant presences in this market for soccer are the Lakeshore Youth Soccer Complex in Stevensville and NIBCO Soccer Fields in Elkhart, with 18 and 16 soccer fields respectively. As previously noted, the Stevensville location is far from centrally located. In addition, both locations would suffer from lack of available parking in the event of a large-scale tournament. Both facilities also lack lighting, which limits the times and seasons that fields could be used.

The other strong competitors in this market are City-County Athletic Complex in Warsaw, Goshen Star Soccer Club in Goshen, Boehm Park in South Bend and Soccer Field Practice in Granger. City-County Athletic Complex was addressed in the previous section, so this narrative will focus on the three remaining facilities. Goshen Star Soccer Club hosts seven soccer fields but its limited parking, relatively inconvenient location and lack of lighting would make it difficult to hold larger scale tournaments. Boehm Park has eight soccer fields along with two outdoor basketball courts, four tennis courts and six baseball diamonds, making this park an outdoor only multi-use facility for the region. While the park itself does not have much parking, its close proximity to Parkington Traditional School and South Bend Christian Reformed Church would allow for supplemental parking at certain times. Soccer Field Practice hosts 10 soccer fields and four tennis courts, but the lack of lighting and parking would make it difficult to use all fields simultaneously.

Table 18: Local Outdoor Field Facilities

Facility	Est. Indoor Square Footage	Number of Fields	Cost Structure	Features/Amenities
Lakeshore Youth Soccer Complex (Stevensville, IN)	N/A	18	N/A	Close proximity to Kohn Sports Complex
Goshen Star Soccer Club (Goshen, IN)	N/A	7	N/A	N/A
NIBCO Soccer Fields (Elkhart, IN)	N/A	16	N/A	N/A
Boehm Park (South Bend, IN)	N/A	8	N/A	N/A
Soccer Field Practice (Granger, IN)	N/A	10	N/A	N/A

Figure 15: NIBCO Fields (Elkhart, IN)

Figure 16: Goshen Stars Soccer Club (Goshen, IN)

5. Economic Impact Analysis

Introduction

An important tool in any real estate development that involves public-private partnership is an economic impact analysis (EIA). Such analyses shift the conversation from benefits appreciated by the developer to the economic benefits appreciated by the broader community. An EIA quantifies the value of an event or project to a regional economy by modeling its ripple effect on job creation, employee earnings, economic output and tax revenue. Such analyses can also be used to compare the costs and benefits of a variety of public sector investment options. In this analysis, PC measures this impact of the proposed Facility to two regions of analysis: St. Joseph County (IN) and the state of Indiana.[33]

Lastly, it is important to note that in this study PC is measuring the *annual impact* of the facility once fully-operational and integrated within the regional economy. Like any new development, there is a ramp-up period during which usage and, therefore economic impacts, have not yet reached their optimal levels. It is expected that full community absorption of the Facility will take roughly 24 months following completed construction, in accordance with market conditions and past experiences of KCAF.

Figure 17: Economic Impact Analysis Definitions

Jobs – the number of full- of part-time jobs created or supported because of the Facility

Earnings – the earnings of jobs created or supported because of the Facility

Economic Output (or sales) – the dollar value of increased regional economic transactions because of the Facility

Tax Revenue – tax revenues that can be attributed to the economic activity of the Facility

Icons by icons8.com

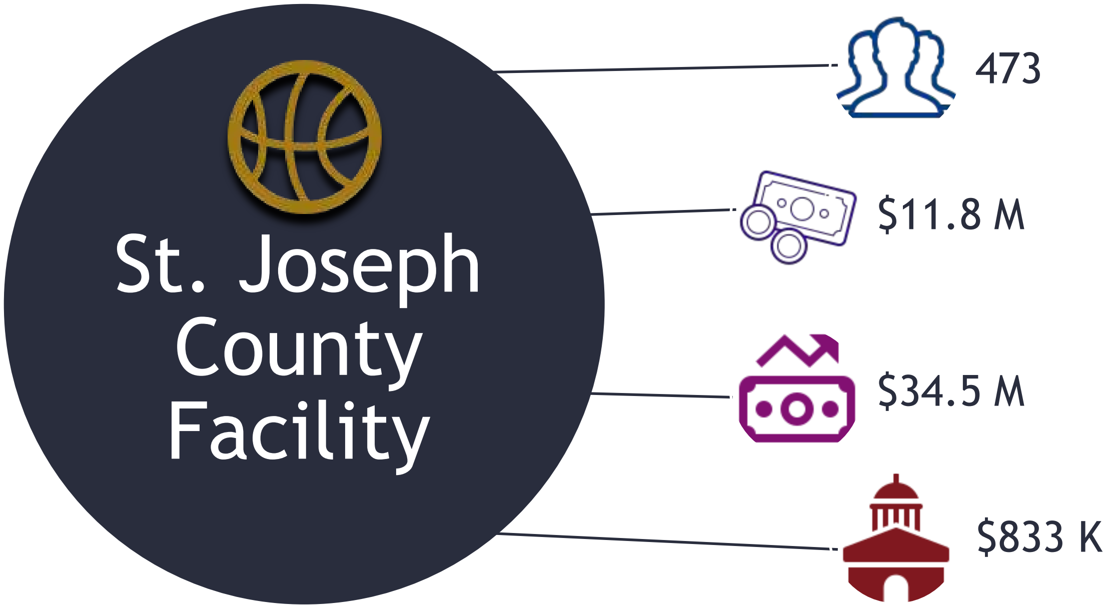
[33] Economic impact models function best at the County or multi-County level. Due to nature of industry trade it is necessary to utilize larger economic areas, as these will better encapsulate the spending patterns of residents and the supply-chains of regional businesses.

Annual EIA Results

Chapter 3: Demand Assessment focused on outlining the basis of local consumer demand whereas this chapter focuses on non-local users. As previously noted, the Facility has an opportunity to address local demand and serve as a valuable community amenity. At the same time, the Facility can generate a significant economic impact as a tourism asset attracting visitors from outside of St. Joseph County. The ability to generate economic impact will depend upon KCAF's ability to attract, manage and host regional and national sports tournaments. This ability itself is largely driven by facility quality, staff capabilities and connections with existing league and tournament organizations. Though local visitors would certainly attend tournaments and events, they will spend far less and generate less net new spending to the region than attendees travelling from elsewhere.

In this analysis, direct effects refer to spending either by the Facility itself or by people visiting the region to use the facility. Total Effects refer to the total economic impact after accounting for how direct spending will "ripple" throughout the regional economy via inter-industry spending (i.e.: vendors and suppliers) and household spending (i.e.: individuals spending household budgets). The multiplier effect simply divides total impact by direct impact and serves as a helpful comparison tool when determining the potency of an economic impact.

Figure 18: Economic Impact of the Facility to St. Joseph County



Source: Points Consulting using Emsi Input-Output Model, 2020; Icons by Icons8.com

As summarized in Figure 18 and Table 19, the Facility would deliver substantial economic impact to its host region and state. St. Joseph County will benefit from operational and visitor impact in gaining 473 jobs and $11.8 million in earnings. Those jobs would be supported by more than $34.5 million in increased annual economic output. As with any economic impact analysis, results are most accurately generated at the county rather than the city level. This is because counties form a more appropriate approximation of individual and business commuting and spending patterns than individual cities. That said, it should be expected that the cities nearest to the Facility will draw the largest number of visitors, namely the cities of Mishawaka, South Bend.

In addition to the local impact, the state of Indiana would also see a net increase of 240 jobs, $19.0 million in output and $6.3 million in earnings. Though counter-intuitive, there is a good rationale for state level impacts being lower than that of St. Joseph County. As noted in the following methodology section, the spending contribution of visitors are only counted for those individuals who visit from *outside* of the given geography. In this case, since a large number of projected facility visitors are Hoosiers from outside of these two counties, the net economic impact is stronger within St. Joseph County than within the state as a whole.

Table 19: Average Annual Economic Impact

Category	Direct Effects	Total Effects	Multiplier Effect
----------St. Joseph County----------			
Economic Output (or Sales)	$22,570,000	$34,510,000	1.65
Earnings	$7,260,000	$11,820,000	1.61
Jobs	368	473	1.78
----------Indiana----------			
Economic Output (or Sales)	$11,540,000	$18,960,000	1.64
Earnings	$3,520,000	$6,270,000	1.78
Jobs	178	240	1.35

Source: Points Consulting using Emsi Input-Output Model, 2020

Tax Impact

In addition to forecasting economic impact in terms of jobs, earnings and sales, PC has a fiscal impact model which forecasts revenues to local government because of the advent of the new economic asset. The model accounts for property taxes, local option income taxes and various local excise taxes. The model is not tuned to allocate revenue according to taxation district (e.g.: library district, highway district, county, etc.). Additionally, the model does not approximate revenue gained for each city and taxation district within the county. This final point is particularly important in relation to the City of Mishawaka and other nearby cities that could benefit from the Facility's presence.

Table 20: Annual Fiscal Impact to St. Joseph County

Category	Amount $
Property Tax	$645,800
Innkeeper's Tax	$138,200
Local Option Income Tax	$49,400
Grand Total	**$833,400**

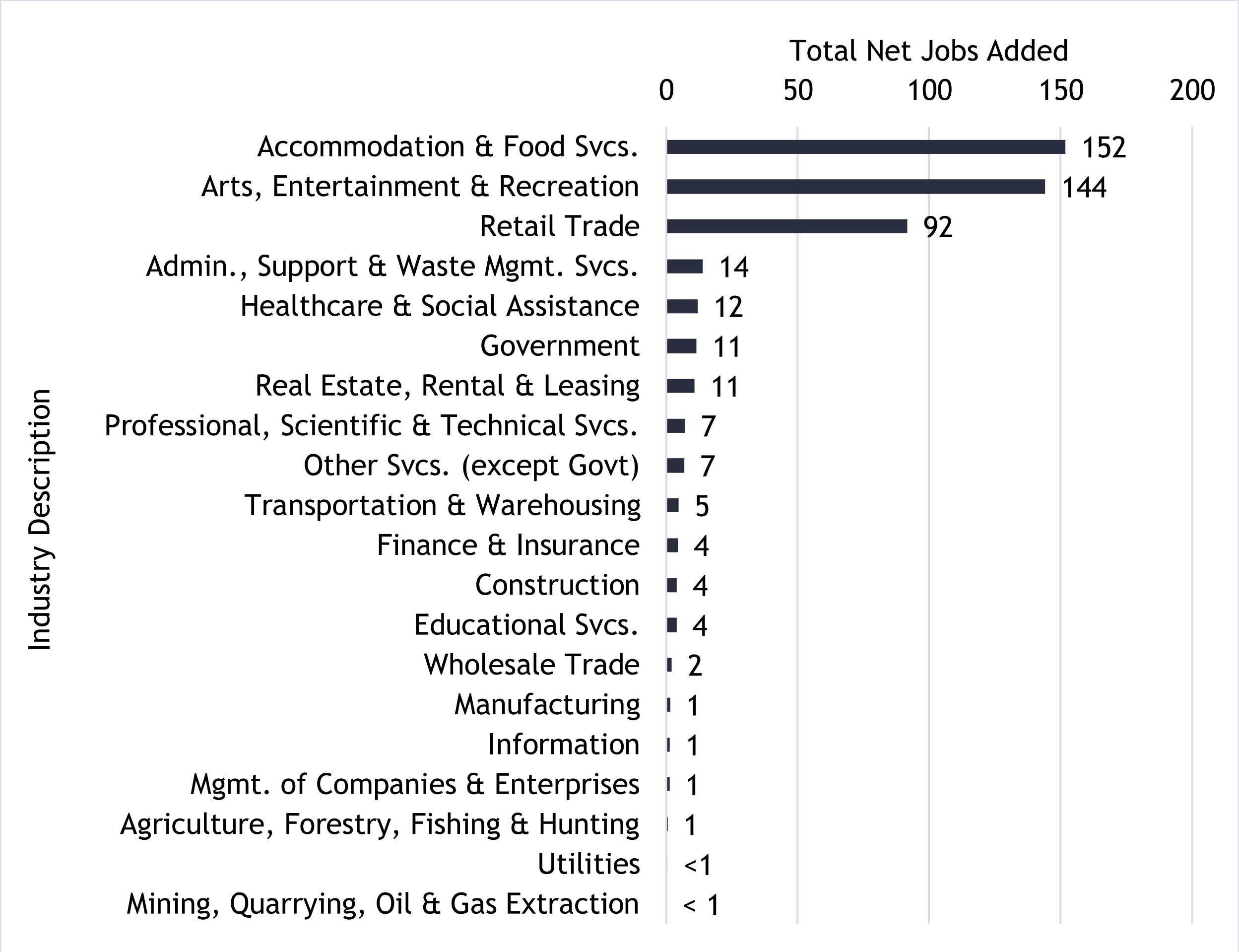
Source: Points Consulting, 2020

As shown in Table 20, Mishawaka could collect roughly $833 thousand in net new taxes annually because of the KCAF facility and the associated economic activity that it would create. Though no assessment has been conducted for Elkhart County, PC expects it would also gain some degree of fiscal impact as a result of the Facility.

Detailed Jobs & Sales Impacts

Due to the advent of the Mishawaka Facility, numerous industry sectors in St. Joseph County would be positively impacted. The largest number of jobs would be added in sectors which are to be expected, including Accommodation & Food Services (+152 jobs) and Arts, Entertainment & Recreation (+144 jobs), the latter of which hosts the Fitness & Sports Centers industry and KCAF direct employees. Additionally, new visitors' spending in the area would support an additional 92 jobs in Retail Trade. Other, potentially less intuitive changes, would be experienced including 12 additional jobs in Healthcare & Social Assistance, 11 in Real Estate & Rental & Leasing and five jobs in Transportation & Warehousing. Results at the detailed industry level are also intriguing. The Hotels & Motels industry is projected to add 29 new jobs, while the Restaurants industry is projected to add 91 new jobs.

Figure 19: St. Joseph County Total Jobs Impact by Industry Sector

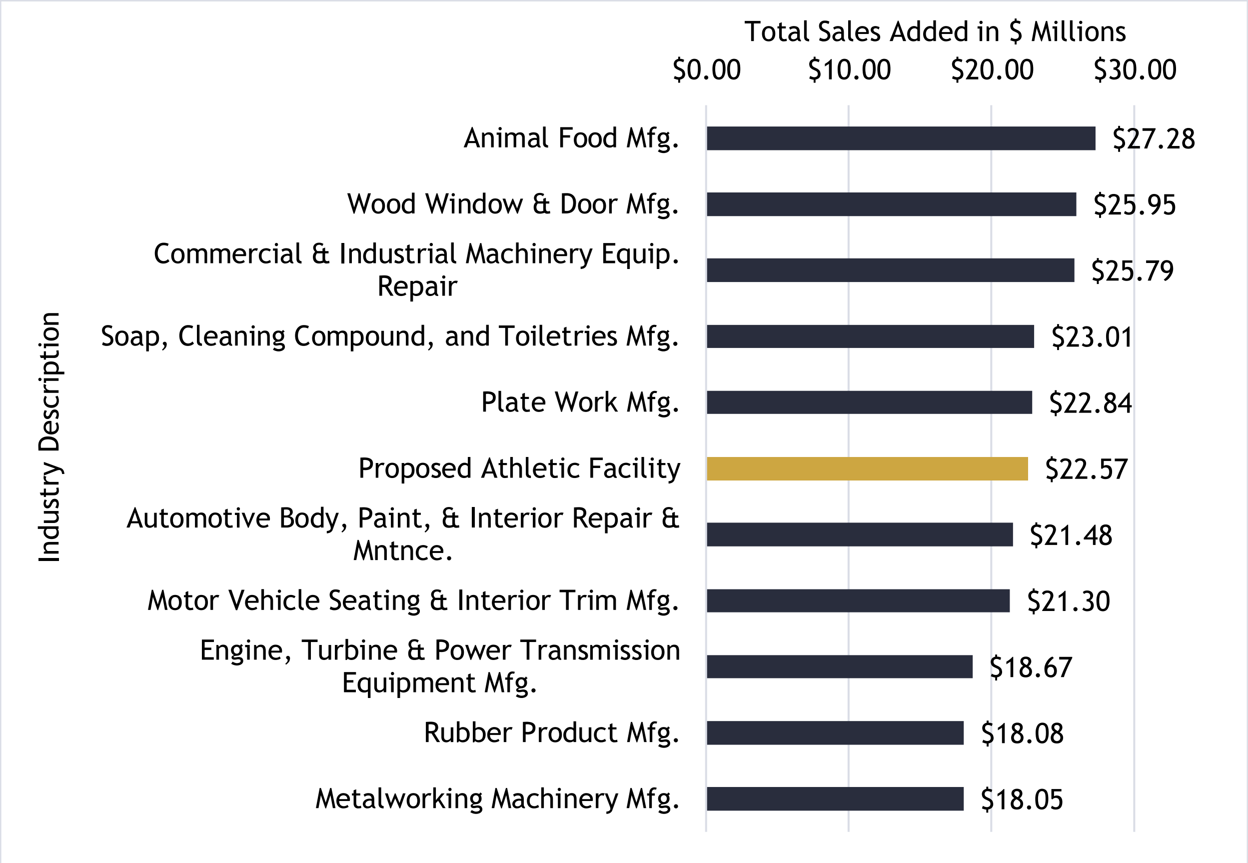


Source: Points Consulting using Emsi Input-Output Model, 2020

Economic Impact Comparison

The detailed economic impact information conveyed in the preceding Figures and Tables is helpful for understanding the size and nuances of the Facility's impact, though these numbers can be hard to grasp without contextual comparison to well-known industries. As previously noted, Table 19 displays economic impact on output (or sales) within St. Joseph County for an average year. In Figure 20, the Facility's total sales impact is compared to 10 other significant industries within the region.

Figure 20: The Facility's Impact Compared to Other Industries in St. Joseph County



Source: Points Consulting using Emsi Input-Output Model, 2020

Several caveats are necessary in relation to Figure 20. It is important to note that sales values associated with the Facility represent the entire economic impact, including ripple effects (i.e.: direct, indirect and induced effects). In order to make a comparison using equal measures, PC likewise simulates the total sales impact of the comparative industries. These sales impacts should be considered a rough approximation, because PC did not collect any detailed data directly from any businesses other than KCAF to conduct this study.[34] Also, please note that some industries cited in Figure 20 are business-to-business oriented rather than business-to-consumer oriented and hence capture a greater economic impact from outside of the region.

> *"The Facility would produce an economic impact comparable to automobile and RV component manufacturing, a segment that has received significant public sector investment in northern Indiana."*

Manufacturing is a pillar industry within Northern Indiana, accounting for 22.1% of all jobs and 28 cents of every dollar earned. In St. Joseph County, the automotive and RV component manufacturing industries are of particular importance and over the past twenty years have received a good deal of incentives from state and local agencies. The Facility is projected to vie with several noteworthy auto and RV related manufacturing industries in terms of economic impact including Automotive Body, Paint, & Interior Repair & Maintenance, Motor Vehicle Seating & Interior Trim Manufacturing and Engine Manufacturing, Turbine & Power Transmission Equipment Manufacturing. The Facility's economic impact is just short of several other significant manufacturing industries in the county including Plate Work Manufacturing, Wood Window & Door Manufacturing and Animal Food Manufacturing.

EIA Methodology Notes

As with any professional economic impact analysis, PC's approach focuses on measuring the net (or "but for") impact of the Facility on St. Joseph County. Rather than simply modeling the effects of spending by all customers, the study considers what economists call counterfactual possibilities. The counterfactual possibility in this case is that if the Facility were never developed, many residents would still spend the same amount of money on sports activities within the region by utilizing existing recreational options. Though this may not be exclusively true, it is generally very difficult to provide evidence that in-region spending will increase on the net when a new Facility is developed. Hence, typically economists entirely discount the impact of in-region spending when conducting an EIA analysis.

For this reason, PC takes the conservative approach in its EIA of only including spending by adult visitors from outside of the region of analysis (i.e.: St. Joseph County or Indiana).[35] It is worth noting, related to this point, that the impact of the Athletic Facility on Indiana is usually high in

[34] Please note that PC did not account for effects of visitor spending in industries other than the Proposed Facility. Hence, the economic impact of any industry that results in visitors from outside of the area is likely under-estimated to some degree.

[35] The methodology of discounting usage by local residents is the norm within EIA studies. One of the more influential papers on this topic is "Determining Economic Contributions and Impacts: What is the difference and why do we care?" Watson, Wilson, Thilmany and Winter. https://ideas.repec.org/a/ags/jrapmc/132414.html

comparison to other like-kind facilities due to the fact that the Facility is likely to attract a larger number of out-of-state visitors because of its location on the state border with Michigan.

To determine the economic impact of the proposed Mishawaka Facility, PC was provided with anticipated operational costs by KCAF in memos sent in December of 2019 and February 2020. PC verified that projected revenue and spending are within reasonable expectations for gyms and sports facilities by performing several benchmarking estimates. For example, PC compared revenue per square footage for gyms across the country, as well as for KCAF's two existing facilities in Westfield and Noblesville. In order to protect the confidential information of KCAF, the precise annual operational costs are not provided within this report. However, these values are built into preceding EIA. In addition, PC investigated numerous other analyses related to the economic impact of youth sports events in order to ground-truth the findings of this report, including assessments on the Grand Park Sports Complex in Westfield and various youth sports events the Columbus Indiana area.[36]

Forecasting the number of visitors and their anticipated spending required PC to build an economic model from a variety of data sources. KCAF provided the estimated proportion of unique visitors to its two existing facilities, which was combined with industry benchmarking data on the number of users and visitors to fitness centers. The data allowed PC to predict the total number of visitors from outside of the given geographic areas. To determine spending, PC relied heavily on data from the Indiana Office of Tourism Development, in particular the 2018 Rockport Analytics report on the Economic Impact of Tourism within the state.[37] This report provides statistics on daily spending for visitors to the state with distribution by industry category. The data were then adjusted by PC to account for unique spending patterns of youth sports travelers and other dynamics specific to the local market area.

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[36] Applied Economics, "Economic & Revenue Impacts of Grand Park Sports Campus on the City of Westfield, Indiana" (2017) https://www.westfield.in.gov/egov/documents/1492020261_54736.pdf. And, the Indiana Business Review, "Inexpensively Estimating the Economic Impact of Sports Tourism Programs in Small American Cities" (2015), https://www.ibrc.indiana.edu/ibr/2015/spring/article1.html.

[37] https://www.visitindianatourism.com/sites/default/files/images/Web%20version%20of%20Economic%20Impact%20report-min-compressed.pdf.

Appendix A: KCAF Partnerships

Relationships with regional and national organizations are an important indicator of success in hosting regional and national tournaments. The following is a list of organizations with which KCAF has exclusive, key business relationships:

- Adidas
- Jr. NBA
- Middle School Hoops TV
- Midwest Circuit
- Nike Elite Youth Basketball Leagues
- U.S. Junior Nationals
- Under Armour
- USA Basketball

KCAF has forged successful marketing sponsors at their existing facilities and has potential to leverage these relationships at the proposed Whitestown Facility. The following are some regional organizations with which KCAF has partnered:

- Anderson University
- Chick-Fil-A
- Community Health (facility naming rights)
- Coca-Cola
- Culver's
- Kona Ice
- LeMaster Steel
- Marco's Pizza
- Indiana Pacers (facility naming rights)
- Pepsi
- R.A.S.K.
- Ray's Trash Service
- Red Gold
- Shepherd Insurance
- SportClips

Appendix B: Detailed Tapestry Segmentation Data

The following tables contain the top 20 tapestry segmentation groups in the Local Market Area along with their associated national demographic characteristics.

Table B1: Top 20 Tapestry Segmentation in Local Market Area

Rank	Tapestry Segments	Local Market Area		United States	
		Percent of Households	Cumulative Percent of Households	Percent of Households	Cumulative Percent of Households
1	Salt of the Earth	16.3%	16.3%	2.9%	2.9%
2	Traditional Living	10.6%	26.9%	1.9%	4.8%
3	Green Acres	7.6%	34.5%	3.2%	8.0%
4	Hardscrabble Road	6.8%	41.3%	1.2%	9.2%
5	Comfortable Empty Nesters	6.3%	47.6%	2.5%	11.6%
6	Middleburg	5.6%	53.2%	2.9%	14.5%
7	Rustbelt Traditions	5.5%	58.7%	2.2%	16.7%
8	Heartland Communities	5.5%	64.2%	2.3%	19.0%
9	Midlife Constants	4.1%	68.3%	2.5%	21.5%
10	Old and Newcomers	2.9%	71.2%	2.3%	23.8%
11	Down the Road	2.5%	73.7%	1.2%	25.0%
12	In Style	2.1%	75.8%	2.2%	27.2%
13	Barrios Urbanos	2.0%	77.8%	1.0%	28.2%
14	Southern Satellites	1.8%	79.6%	3.1%	31.3%
15	Soccer Moms	1.8%	81.4%	2.9%	34.2%
16	Small Town Simplicity	1.5%	82.9%	1.8%	36.0%
17	Prairie Living	1.4%	84.3%	1.1%	37.1%
18	Set to Impress	1.3%	85.6%	1.4%	38.5%
19	Savvy Suburbanites	1.3%	86.9%	3.0%	41.5%
20	Retirement Communities	1.3%	88.2%	1.2%	42.7%

Source: Esri Business Analyst

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Table B2: Socioeconomic Characteristics of Top 20 Local Market Area Tapestry Segments[38]

Rank	Tapestry Segments	Median Household Income	Median Age	Avg. Household Size	Wealth Index	Socioeconomic Status Index
1	Salt of the Earth	$56,300	44.1	2.59	92	107
2	Traditional Living	$39,300	35.5	2.51	43	76
3	Green Acres	$76,800	43.9	2.7	133	130
4	Hardscrabble Road	$25,200	32.4	2.66	30	59
5	Comfortable Empty Nesters	$75,000	48	2.52	173	132
6	Middleburg	$59,800	36.1	2.75	86	106
7	Rustbelt Traditions	$51,800	39	2.47	70	97
8	Heartland Communities	$42,400	42.3	2.39	60	86
9	Midlife Constants	$53,200	47	2.31	107	104
10	Old and Newcomers	$44,900	39.4	2.12	53	93
11	Down the Road	$38,700	35	2.76	46	76
12	In Style	$73,000	42	2.35	120	130
13	Barrios Urbanos	$38,000	28.9	3.62	42	70
14	Southern Satellites	$47,800	40.3	2.97	71	91
16	Soccer Moms	$90,500	37	2.97	143	143
15	Small Town Simplicity	$31,500	40.8	2.26	38	71
17	Prairie Living	$54,300	44.4	2.51	91	118
18	Set to Impress	$32,800	33.9	2.12	34	75
19	Savvy Suburbanites	$108,700	45.1	2.85	200	168
20	Retirement Communities	$40,800	53.9	1.88	61	93

Source: Esri Business Analyst

[38] Please note, the statistics in this table represent media and average statistics for the United States, not necessarily the local market area.

POINTS CONSULTING

Appendix C: Photo Attributions

Figure 8: Hardwood Courts at the Zone Sports Complex (Plymouth, IN): https://www.facebook.com/thezoneofnorthernindiana

Figure 9: Interior of Hardcourt at Elkhart Sports Center (Elkhart, IN): https://www.elkhartsportscenter.com/s/cc_images/cache_955492935.jpg

Figure 10: Hammond Sportsplex (Hammond, IN): https://www.nwitimes.com/news/hammond-sportsplex-draws-a-hundred-of-division-coaches-weeks-into/article_5e221086-a3cb-5447-a83e-0660dcd7d45d.html

Figure 11: Chet Waggoner Little League (South Bend, IN): https://lh5.googleusercontent.com/p/AF1QipMnf8wjOSezd7eNwy3k6O4GWJo7ItTjAFZFtXo2=w213-h160-k-no

Figure 12: Byers Softball Complex (South Bend, IN): https://www.wndu.com/content/news/Unveiling-of-new-South-Bend-softball-complex-name-honors-Phil-Saint-Clair-386086761.html

Figure 13: Kohn Sports Complex (Stevensville, MI): https://scgfields.com/portfolio/kohnsportscomplex/

Figure 14: City-County Athletic Center (CCAC) (Warsaw, IN): https://www.facebook.com/pg/CCACWarsaw/about/

Figure 15: NIBCO Fields (Elkhart, IN): https://lh5.googleusercontent.com/p/AF1QipNsJMw46bGKdKnFIKLCy8s-FAF6gcd8uykt04pd=w266-h200-k-no

Figure 16: Goshen Stars Soccer Club (Goshen, IN): https://lh5.googleusercontent.com/p/AF1QipMU2r5K6lc00ydrWD7mw-RG2w8Q36h6MmKliQHH=w266-h200-k-no

VISIT SOUTH BEND MISHAWAKA

ECONOMIC IMPACT

OF THE SOUTH BEND MISHAWAKA AREA TOURISM AND TRAVEL INDUSTRY

2017-2019

Prepared for
VISIT SOUTH BEND MISHAWAKA

Prepared by
CERTEC, INC.

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EXECUTIVE SUMMARY

2017-2019

A detailed examination of the expenditure, employment, and tax impacts generated by the South Bend Mishawaka area tourism and travel industry, as well as the industry structure, has been conducted for Visit South Bend Mishawaka. The major findings of the 2019 study follow:

- The tourism and travel industry contributed $1.1 billion to St. Joseph County's economy in 2019. Direct expenditures by tourists accounted for $708.5 million of this total—a real growth of 4.7 percent annually since 2017.
- The tourism industry generated over $266.4 million in tax revenues to government: $100.6 million to the state, $54.2 million locally, and $111.5 million to the federal government.
- A total of 11,507 jobs in St. Joseph County resulted from the industry in 2019. Direct spending created 8,357 of these jobs.
- Over one-third of the jobs created were in high wage occupations.
- The tourism-generated jobs provided over $228.4 million in wages to St. Joseph County workers—an increase of $27.9 million over 2017 wages.
- Residents of St. Joseph County spent an additional $131 million with the local tourism industry. This direct spending created 1,521 jobs.
- Expenditures by category showed that shopping, food and beverage, and lodging purchases accounted for three out of every four dollars spent.
- Expenditures by industry sector reflected the continued importance of the lodging and attractions sectors to the local tourism industry. Three out of every four dollars of all direct spending was from these two sectors.

INTRODUCTION

The purpose of this study is to quantify the magnitude of the economic impact of the South Bend Mishawaka area tourism and travel industry in 2019 and show any changes since 2017. Economic benefits begin when a traveler to the South Bend Mishawaka area, either an Indiana resident or an out-of-state visitor, spends money in the county. The typical purchases of visitors include goods and services such as lodging, food and beverages, gasoline, souvenirs, admission fees, entertainment, or other retail goods. This initial round of spending is referred to as the direct expenditures.

These direct expenditures create a ripple-like effect through the economy. The businesses receiving these dollars use them to pay wages and salaries, to purchases goods and services for the businesses, and to pay taxes. The individuals and businesses receiving these monies, in turn, spend them on goods, services, and taxes. This process is repeated through several rounds of spending until the impact becomes insignificantly small. The combined impact of these several rounds of spending is referred to as the multiplier effect.

The total economic impact of South Bend Mishawaka area tourism is the combination of the direct expenditures and the multiplier effect expressed in terms of spending, jobs, wages, and taxes. It is important to note that tourism impacts all sectors of the local economy. Tourism continues to be a large, growing business in St. Joseph County. The research findings in this report show the change in the importance of tourism to the economy from 2017 to 2019.

This is accomplished through the use of the Certec Model© designed for estimating tourism impacts at the state and local levels, in conjunction with an input-output model designed for estimating the indirect and induced effects of tourist spending. The procedures used are explained in detail in Appendix A.

TABLE 1

SOUTH BEND MISHAWAKA AREA TOURISM AND TRAVEL INDUSTRY ECONOMIC IMPACT - 2017 AND 2019

	2017	2019
Total Expenditures	$967,297,624	$1,101,958,350
Direct Expenditures	**$621,936,362**	**$708,518,196**
Indirect Expenditures	$345,361,262	$393,440,154
Change Between 2017 and 2019 (Direct Expenditures Only)		7.0%
Change Between 2017 and 2019 (Adjusted for Inflation)		4.7%
Total Wages	$200,505,867	$228,418,957
Total Taxes	$240,292,340	$266,416,214
State	$88,325,454	$100,621,535
Local	$47,594,749	$54,220,572
Federal	$104,372,137	$111,574,107
Total Employment	10,613	11,507
Jobs (Direct Expenditures)	**7,707**	**8,357**
Jobs (Indirect Expenditures)	2,906	3,150

ECONOMIC IMPACT OF TOURISM

EXPENDITURES

The tourism and travel industry made a total contribution to St. Joseph County's economy of $1.1 billion in 2019 (Table 1). The purchases made by travelers while in the county accounted for $708.5 million of this total. This represents an annual increase in spending of 7.0 percent over 2017 levels. After adjusting for inflation during the two years, the annual real growth in spending was 4.7 percent.

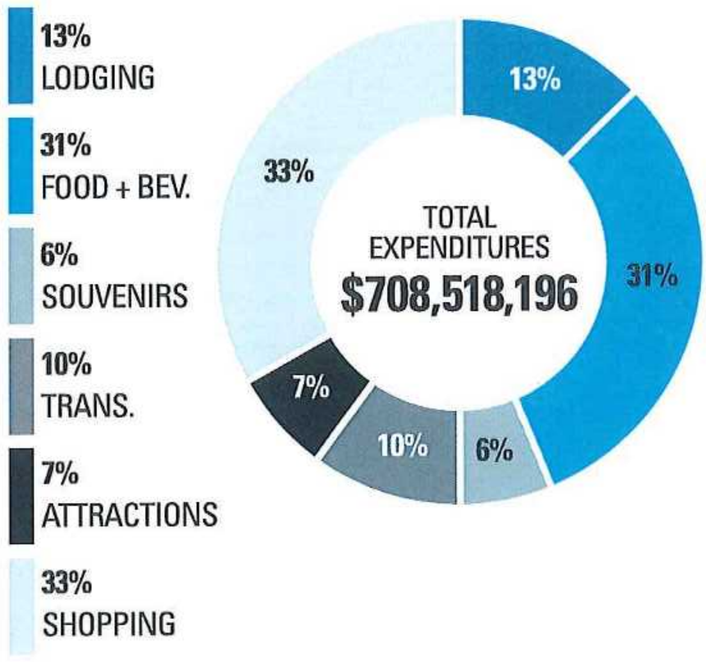
The difference between the total economic impact and the purchases of travelers was a result of the multiplier effect, i.e. the indirect expenditures. This was triggered by the initial infusion of dollars in the economy - the $708.5 million. These direct expenditures had a ripple-like quality as they passed from one layer of the economy to the next. The magnitude of these economic benefits diminished during each round of re-spending for goods and services until only an insignificantly small sum was left. The sum of these effects for the several rounds of re-spending of the initial dollars was the total multiplier effect of $393.4 million.

The expenditure data were further classified by type of purchase. The county-wide distribution of these expenditures is provided in Chart 1. Spending on shopping accounted for 33 percent of these $708.5 million in direct purchases—up from 32 percent in 2017. Food and beverage accounted for nearly 31 percent of all travel expenditures. Lodging collected 13 percent, as in 2017. Transportation decreased from 11 percent of the total to 10 percent as a result of the decline in gas prices over the two year period. Expenditures on attractions remained at seven percent. Souvenirs accounted for over six percent of the purchases.

Where does this money go once it is in the St. Joseph County economy? Many hold the idea that it all goes to the service and retail sectors to support only low wage jobs. In reality, the economic benefits to the South Bend Mishawaka area are far more widespread. It helps support dozens of local businesses that do not directly serve the county's tourists. It impacts banking, insurance, and real estate; transportation and public utilities; construction; agriculture, and manufacturing.

CHART 1

TRAVEL EXPENDITURES BY CATEGORY



EXPENDITURES BY SECTOR

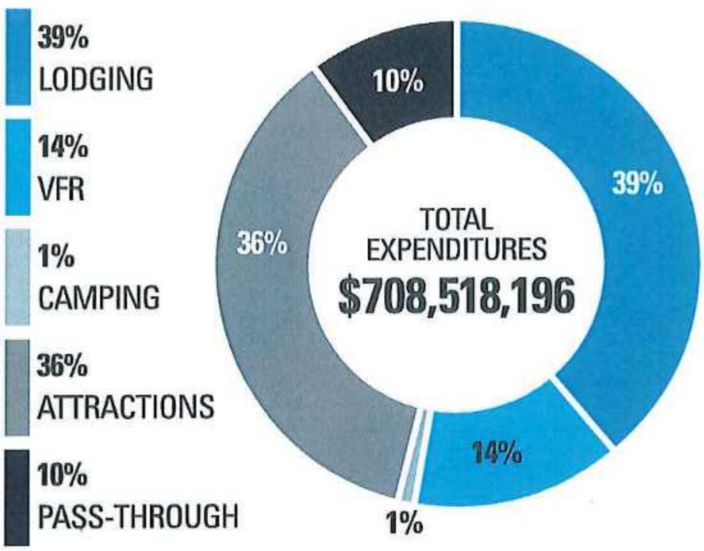
The contribution of the individual tourism sectors to the visitor expenditures varies widely. The county wide distribution of these expenditures is provided in Chart 2. Lodging guests accounted for 39 percent of these $708.5 million in purchases—up from 38 percent in 2017. Attraction visitors accounted for the next largest share of this spending (over 36 percent)—up from 35 percent. Those visiting friends and relatives in the county followed with nearly 14 percent of the total spending compared to 15 percent in 2017. Individuals passing through contributed nearly 10 percent. Campers provided one percent of the total.

The importance of the University of Notre Dame and other local colleges to tourism spending in the county is substantial. The visitors to these universities are woven throughout the local tourism industry. They fill rooms at many lodging properties. The universities' attractions and sports events also bring many day visitors to the county throughout the year. While in the county these travelers visit other attractions, dine in local restaurants, and shop at many retail outlets, including malls, in the area as well as purchase gasoline for their vehicles. Thus, university visitors continue to impact many segments of the local tourism economy.

The importance of the remaining lodging and attractions sectors to tourism spending in South Bend Mishawaka is also substantial. Their continued growth helps to maintain and further stimulate a healthy tourism industry in the area.

CHART 2

TRAVEL EXPENDITURES BY INDUSTRY SECTOR



EMPLOYMENT

In 2019, a total of 11,507 jobs (in FTEs [full time equivalents]) in St. Joseph County were due to the expenditures made in the tourism and travel industry (Table 1)—an increase of 894 jobs. These represent nearly nine percent of all jobs in the county in 2019. The 2019 direct expenditures of travelers accounted for 8,357 of these jobs.

The employment opportunities were distributed throughout the county. A number of the jobs in the community are supported, in part, by tourism. Since tourism jobs are dispersed throughout the local economy, they are more difficult to identify than factory jobs. This contributes to the misunderstanding of the size and importance of tourism to the local economy.

The individual sectors of the industry had different impacts on the creation of employment. The guests in the lodging sector lead the industry in job creation.

The expenditures of the visitors within this sector generated 4,503 jobs—an increase of 451 jobs. It was followed, in turn, by the attractions sector (4,118 jobs—an increase of 442 jobs), the VFR [visits to friends and relatives] sector (1,589 jobs), the pass-through sector (1,174 jobs), and the campground sector (123 jobs).

The jobs created by tourism can be found throughout the occupational structure, not just in the service sector (Table 2). Over one-third of the jobs resulting from tourism spending (34.8 percent) were found in the high-wage occupations of professional and technical, managerial, sales, construction, craftsman, and operatives. Tourism produces a wide range of jobs in addition to the front line personnel such as desk clerks, waiters, and ticket takers travelers most often observe.

Tourism stimulates non-tourism industries such as agriculture, fishing, meatpacking, food processing, brewing and distilling, bottling, floriculture, construction and appliance, furniture, and linen manufacture. For example, demand for hotel rooms can create demand for the services of contractors, which generates secondary demand for steel, bricks, lumber, tile, marble, glass, plumbing and air conditioning systems, elevator cars, carpets and a variety of other goods. Similarly, tourist demand for restaurant meals creates business not only for restaurants, but for producers and packagers of fresh and frozen foods, butchers, dairies, and ultimately, for manufacturers of farm implements and fertilizers. Consequently, a healthy tourism industry means additional business for industries throughout the economy.

TABLE 2

TOURISM GENERATED EMPLOYMENT BY OCCUPATION

OCCUPATION	JOBS
Professional + Technical	578
Managerial	909
Marketing + Sales	1,053
Administrative Support	1,276
Construction	213
Craftsman	656
Agricultural + Forestry	294
Operatives + Fabricators	595
Laborers	440
Personal Services	5,493
Total	**11,507**

WAGES

The expenditures of travelers are the business receipts of the establishments patronized. A portion of these revenues is used by the businesses to pay their employees. In 2019 every dollar spent by travelers in St. Joseph County produced an average of 20.8 cents in wage and salary income.

The total wage and salary income generated by tourism and paid by local businesses was over $228.4 million in 2019 (Table 1)—compared to $200.5 million in 2017. The direct purchases of travelers accounted for over $146.9 million of this total.

TAXES

Tourism generates state and local as well as federal tax revenues. St. Joseph County tourism expenditures resulted in the collection of over $266.4 million in tax revenues in 2019 (Table 1)—compared to $240.3 million in 2017. Over two-fifths ($111.5 million) went directly to the federal government through taxes including personal and corporate income, social security, gasoline, and airline taxes.

The Indiana state treasury benefited from the addition of over $100.6 million in tax revenues generated by tourism activity within the county—up from $88.3 million in 2017. A major portion of these revenues were obtained through sales and excise taxes, and taxes on individual and corporate income.

Local government operations in St. Joseph County such as the cities and towns, county government, and Visit South Bend Mishawaka also benefited from tourism in the county. County and municipal governments received over $54.2 million in tax revenues as a result of the tourism industry—an increase from the $47.6 million in 2017. Property tax, business taxes, and the lodging room tax contributed to these local tax revenues.

2017-2019

APPENDIX A

DATA + METHODS

In simplest terms the economic impact of tourism is a function of the number of visitors to the county and how much they spend while there. The research challenge is to accurately measure these quantities. A number of factors contribute to the complexity of this type of economic analysis.

AMONG THESE FACTORS ARE:

- the distribution of tourism attractions and industry infrastructure in the county;
- the type of lodging facilities visitors use since this choice greatly impacts level of spending;
- the length of time the tourist spends in the county;
- the size of the travel party, and
- the reason for visiting the county.

These are a few of the critical factors affecting the spending patterns of visitors. **Only the spending of non-St. Joseph County residents is included in this research. Locals contributed an additional $131 million in direct spending to the local tourism industry and generated 1,521 jobs.**

BOTTOM-UP VS. TOP-DOWN MEASUREMENT

The Certec approach to this research challenge is based on information collected directly from tourists and tourism businesses (bottom-up measurement) as opposed to a procedure that relies on the extraction of information from business data that was initially collected for a purpose other than the analysis of the tourism industry (top-down measurement).

It is the Certec position that tourism economic impact begins with the purchase of goods and services by tourists. Therefore, to most accurately measure the sum of these economic transactions requires data collected from both tourists and tourism businesses that answer questions directly related to the research task at hand.

The Certec Model© was developed in the 1970s, and updated annually, to measure the direct tourism economic impacts at the state and local levels. The data required as inputs include the spending pattern of visitors, in great detail, and business data such as rooms sold at lodging facilities and the number of visitors to attractions.

EXPENDITURE DATA

The information on the spending pattern of travelers to the South Bend Mishawaka area is currently available for 2017 and 2019 through the research of Certec Inc. This research provides very detailed information on the spending of visitors in the area. For this project the 2020 data were adjusted to 2019 by correcting for inflation.

The expenditures per person per day were calculated.

THEY ARE, BY SECTOR:

	2017	2019
Lodging	$153.96	$160.43
Attractions	$67.71	$70.81
VFR	$69.49	$72.57
Pass Through	$38.67	$40.26
Campground	$55.34	$57.69

PARTICIPANT DAYS

The South Bend Mishawaka Area is divided into tourism sectors. Certec identified tourism and travel businesses operating in 2019 from a review of local tourism publications as well as several individual business brochures. This information was used to update the 2017 database developed for the previous year's study.

Certec designed surveys to collect business data from a stratified random sample of these businesses. The questionnaires are available in Appendix D. The information was collected through Visit South Bend Mishawaka with the assistance of Rob DeCleene, Executive Director. Mail interviews were received from the owner and/or manager of each of those establishments during the period March through July 2020. The interview had as its primary focus the number of units sold (lodging rooms) or visitors to the facility. Complete interviews were obtained from 54.5 percent of the businesses in the sample.

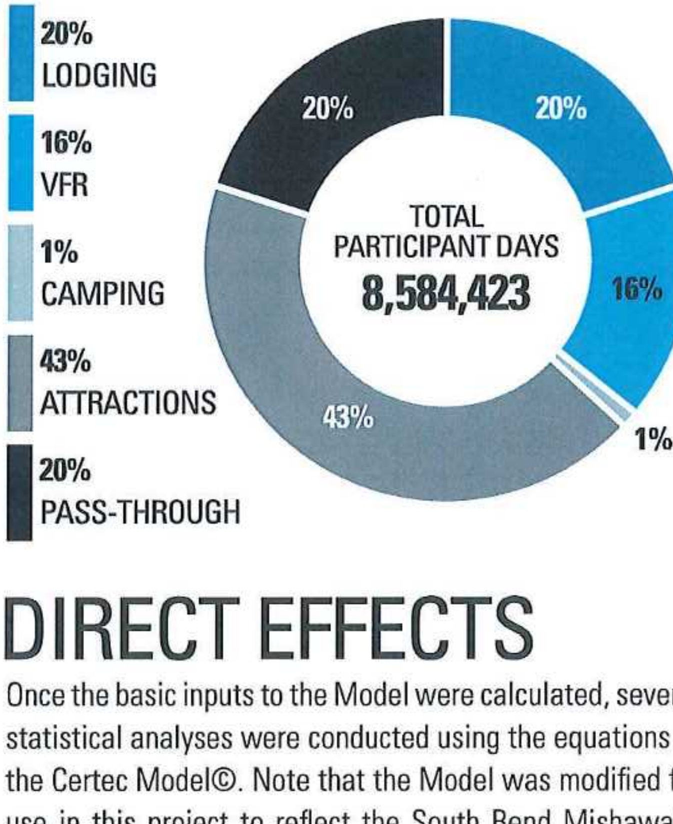
Once the processing of these data sets was complete, participant days by type of business were determined. The results of this analysis are presented in Chart 3. Total participant days in 2019 exceeded 8.58 million—an increase over 2017. Attractions, after adjusting for multiple visits, accounted for nearly 43 percent of all visitor days, followed by pass-through travelers (20 percent). The lodging and VFR sectors also provided a substantial number of participant days—20 percent (up from 19%) and 16 percent, respectively.

Destination travelers to St. Joseph County totaled over 5.3 million persons (5,308,091) compared to over 4.8 million (4,815,871) in 2017—a growth of 5.1 percent annually. In addition, over 1.7 million pass-through travelers visited the county (1,744,625) compared to 1,735,945 in 2017.

The information on participant days in Chart 3 in combination with the expenditure data in Chart 2 shows the importance of lodging guests and their much higher spending per person per day. Even though they account for less than half as many visitors to the county than does the attractions sector, the spending impact of lodging guests on the local economy is greater than that of attraction visitors. This relationship continued to strength-en between 2017 and 2019.

CHART 3

TOTAL PARTICIPANT DAYS - 2019



DIRECT EFFECTS

Once the basic inputs to the Model were calculated, several statistical analyses were conducted using the equations of the Certec Model©. Note that the Model was modified for use in this project to reflect the South Bend Mishawaka area tourism industry. This Model was designed to provide expenditure estimates at the sub-state (county) level for each of the industry sectors. These sub-state estimates by sector were combined to provide expenditure levels for the entire industry within the county.

MULTIPLIER EFFECTS

The indirect and induced expenditures resulting from the initial infusion of money into the St. Joseph County economy were calculated using the RIMS II input-output (I-O) model developed by the U.S. Department of Commerce, Bureau of Economic Analysis. The output from the Certec Model© served as data input for the I-O model. The latter model provided indirect expenditures resulting from the tourism industry.

The tax revenues resulting from this industry were also estimated. State and local tax revenues as well as federal tax revenues were obtained by using sector output generated by the Certec Model© with expenditure/tax relationships derived from I-O analysis.

Estimates of tourism and travel industry employment were generated in a similar fashion. Sector output from the Certec Model© was applied to expenditure/job relationships obtained from the I-O analysis. Employment generated by direct and indirect expenditures was obtained. The I-O model relationships also allocated the total employment generated to the occupation providing the service or product.

The addition of the multiplier effects, as determined from the I-O model, to the direct effects, as determined from the Certec Model©, provided the complete picture of the economic impact of the South Bend Mishawaka area tourism and travel industry presented in this report.

2017-2019

APPENDIX B

DEFINITION OF TERMS

ATTRACTION	a historic site, museum, marina, outdoor recreation area, cultural site or activity, state or national park, entertainment venue, other facility or event such as fairs and festivals which serve to motivate non-local residents to visit a particular community or county.
DIRECT EXPENDITURE	the exchange of money or the promise of money for goods or services while traveling in St. Joseph County, including any advance purchase of public transportation, tickets, lodging or other items normally considered an incident of travel, but which may be purchased in advance of the trip.
INDIRECT EXPENDITURE	the second and subsequent rounds of spending of the travel dollars (direct expenditures) in Indiana for Indiana-produced goods and services; i.e. the multiplier effect.
INPUT-OUTPUT (I-O) MODEL	an economic analysis method which is designed to measure the indirect and induced effects of a direct change in a region's economy.
PARTICIPANT DAY	an individual spending one day or part of a day at a tourism or travel facility -- for example, three visitors spending one day is equivalent to one visitor spending three days.
VFR	Visit to friends or relatives.

APPENDIX C

FINDINGS FROM VISITOR SURVEY

The visitor survey results presented below should be interpreted with caution. They are based on a research sample that has +10 percent sampling variability. They represent only the interviewing period. Had the purpose of this survey been to document the county's market, instead of measuring visitor spending, a much larger sample of visitors would have been obtained.

South Bend Mishawaka derived a majority of its visitation from three states during the interviewing period. These three states accounted for over three-fourths of the visitors to the county. The county also received visitation from a large number of other states.

THE STRONGEST STATE MARKETS FOR THE AREA DURING THE INTERVIEWING PERIOD ARE, IN RANK ORDER:

1	Indiana	41.8%
2	Michigan	21.8%
3	Ohio	12.7%
4	Illinois	5.4%

While these findings indicate that the county's strongest draw among travelers came from these three states the county does receive visitation from more distant locations such as Tennessee, Wisconsin, Pennsylvania, Virginia, Alabama, and Arizona. In all, visitors from fourteen different states were identified.

DEMOGRAPHICS

The typical visitor to the South Bend Mishawaka area is most likely to be a college graduate [including post-graduates] (63.7 percent) and working in a professional/technical job (34.7 percent) or as a manager (16.4 percent). Another nine percent are retired.

DEMOGRAPHIC OF VISITORS TO SOUTH BEND MISHAWAKA

EDUCATION

Post Graduate [college]	32.8%
College Graduate [Bachelors]	30.9%
High School Graduate	21.8%
Some College	14.5%

OCCUPATION

Professional/Technical	34.7%
Manager	16.4%
Operative	9.1%
Sales	9.1%
Retired	9.1%
Personal Service	5.4%
Clerical	5.4%
Construction	3.6%
Craftsman	3.6%
Laborer	1.8%
Transport Operative	1.8%

TRIP CHARACTERISTICS

The destination tourism business South Bend Mishawaka enjoyed in the period studied is derived primarily from visitors in the area for a short trip of one to three nights in length (56.4%) or a day trip (38.2%). Only a few were on a vacation of four or more nights in length (1.8%). Over nine out of ten of the visitors interviewed were on one of these three trip types. Over ninety percent of those who spent the night stayed in motels (90.6%). Nationally, pleasure travel accounted for over 80 percent of the one billion plus trips in 2018. The remainder results from business travel.

Two-fifths of these travelers to South Bend Mishawaka (40%) are on their first visit to the county. This ranges from one out of seven for attraction visitors to over one out of two for motel guests. Overall, visitors have taken an average of 4.0 trips to the area in the past two years. The typical travel party has an average of 3.5 people. The average length of stay is 1.8 days.

The information sources mentioned by the respondents as most likely to be used when making travel plans include: the Internet (92.7 percent), friends and relatives (43.6 percent), a local visitor's bureau (9.1 percent), an auto club (9.1 percent), newspapers and magazines (3.6 percent), a state tourism office (1.8 percent), travel agents (1.8 percent), and other sources such as universities (5.4 percent).

Travelers visited a number of attractions in the South Bend Mishawaka area. On average a travel party visited 2.5 attractions.

THE MOST VISITED ATTRACTIONS BY THOSE INTERVIEWED WERE:

- Potawatomi Park Zoo
- Local Restaurants
- University of Notre Dame
- Local Parks
- Sports Events
- Studebaker National Museum
- Shopping Malls
- Visits to Friends or Relatives
- History Center/Museums
- Downtown South Bend
- South Bend Chocolate Company
- St. Mary's
- Golf Courses
- State Parks.

The most frequently mentioned activities that visitors participated in while in South Bend Mishawaka were dining (50.9 percent), visiting zoo (40 percent), shopping (38.2 percent), sports tourney (21.8 percent), visiting friends and relatives (14.5 percent), biking/hiking (10.9 percent), swim (9.1 percent), visit museums (7.2 percent), golf (5.4 percent), camping (5.4 percent), and visiting winery (3.6 percent). On average a travel party participated in 2.1 activities.

APPENDIX D

ECONOMIC IMPACT DATA TABLES (TIME SERIES)

2019 - 2011	2019	2017	2015	2013	2011
TOTAL EXPENDITURES	$1,101,958,350	$967,297,624	$857,734,833	$758,308,871	$695,353,699
DIRECT EXPENDITURES	**$708,518,196**	**$621,936,362**	**$551,491,566**	**$487,564,374**	**$447,086,542**
CHANGE BETWEEN YEAR PRIOR (Adjusted for Inflation)	4.7%	3.0%	6.1%	2.7%	1.3%
TOTAL EMPLOYMENT	11,507	10,613	9,887	9,094	8,589
JOBS (Direct Expenditures)	**8,357**	**7,707**	**7,180**	**6,604**	**6,238**

2009 - 2000	2009	2006	2004	2002	2000
TOTAL EXPENDITURES	$635,103,682	$587,116,897	$524,516,542	$491,800,493	$454,870,345
DIRECT EXPENDITURES	**$408,348,024**	**$377,494,308**	**$337,244,610**	**$308,300,209**	**$285,149,414**
CHANGE BETWEEN YEAR PRIOR (Adjusted for Inflation)	0.0%	2.9%	1.6%	1.3%	X
TOTAL EMPLOYMENT	8,316	8,302	7,826	7,664	7,447
JOBS (Direct Expenditures)	**6,039**	**6,029**	**5,683**	**5,458**	**5,304**

PROPOSED ORDINANCE NO. 2021 - 09

ORDINANCE NO. ________

AN ORDINANCE OF THE COMMON COUNCIL OF THE CITY OF MISHAWAKA RESCINDING RESOLUTION NO. 2010-21 AND RESOLUTION NO. 2012-03 PERTAINING TO PETITIONS OF THE MISHAWAKA BOARD OF ZONING APPEALS FOR THE PROPERTY LOCATED AT 1802 WEST SIXTH ST., MISHAWAKA, INDIANA

STATEMENT OF PURPOSE AND INTENT

On October 18, 2010, the Common Council (the "Council") of the City of Mishawaka (the "City") approved Resolution No. 2010-21, "A Resolution of the Common Council of the City of Mishawaka, Indiana, Approving a Petition of the Mishawaka Board of Zoning Appeals for the Property Located At: 1802 West Sixth Street, Mishawaka, Indiana" (the "First Resolution").

The First Resolution approved a Use Variance for the property located at 1802 West Sixth Street, Mishawaka, Indiana (the "Property"), permitting an auto body repair and maintenance shop in I-1 Light Industrial Zoned property, subject to the following conditions of approval (the "First Conditions"):

1. Limited to automotive body repair; automotive maintenance limited to indoors; no outside storage of vehicles, materials and/or vehicle parts.

2. Site plan must be submitted to the Department of City Planning that adheres to the developmental standards of the C-4 Automobile Oriented Commercial District; including, but not limited to, legal description, off-street parking, interior layout of the buildings, exterior lighting, storm drainage system.

3. Landscape plan that adheres to the requirements of commercial districts submitted to the Department of City Planning.

4. Freestanding signage on the Property limited to one unilluminated monument style sign with a display area of no greater than four (4) feet high by eight (8) feet wide/32 square feet, and with a total sign height not to exceed five (5) feet and with permits secured from Building and Planning Departments.

5. Façade/wall signage limited to three (3), with letter height not to exceed 12 inches and ten (10) square feet of display area.

6. Temporary signage prohibited.

On March 5, 2012, the Common Council of the City approved Resolution No. 2012-03 as amended, "A Resolution of the Common Council of the City of Mishawaka, Indiana, Approving a Petition of the Mishawaka Board of Zoning Appeals for the Property Located At: 1802 West Sixth Street, Mishawaka, Indiana" (the "Second Resolution").

The Second Resolution approved a Use Variance for the Property, permitting commercial automotive body repair/maintenance shop within I-1 Light Industrial District Zoned property, subject to the following conditions of approval (the "Second Conditions"):

1. Limited to automotive body repair; automotive maintenance limited to indoors; no outside storage of vehicles, materials and/or vehicle parts.

2. Previously submitted landscape plan plantings must be installed and the building must be painted in 2012.

3. Exterior lighting must be provided within the gated parking area; if not a cut-off type fixture, direct lighting away from residential properties.

4. Employees must park within the fenced area on the Property and not on adjacent streets.

5. No car repairs permitted outside of the enclosed building; streets and sidewalks not to be used for the staging or repair of vehicles.

6. Overnight parking in the fenced lot to be limited to the temporary staging of cars being worked on, not for long term storage of vehicles.

7. Hours of operation for repair work that creates noise that can be heard outside the building limited to between 7:30 a.m. and 8:00 p.m.

8. Freestanding Signage limited to one non-internally illuminated monument style sign (up lighting permitted) with a display area of no greater than four (4) feet high by eight (8) feet wide/32 square feet, and with a total sign height not to exceed five (5) feet and with permits secured from Building and Planning Departments.

9. Temporary signage prohibited.

Without the restrictions contained in the First Conditions and Second Conditions, the First Resolution and Second Resolution approving the Use Variances allowing commercial automotive body repair/maintenance shop within I-1 Light Industrial District Zoned property would not have been approved by the Council.

The Council has reason to believe that the current use of the Property violates the First and Second Restrictions in the following ways:

1. Outside storage of vehicles, materials and/or vehicle parts.

2. Employees parking on adjacent street.

3. Car repairs outside of the enclosed building.

4. Using streets and sidewalks for staging or repair of vehicles.

5. Long-term storage of vehicles in the fenced-in lot.

NOW, THEREFORE, BE IT ORDAINED BY THE COMMON COUNCIL OF THE CITY OF MISHAWAKA, INDIANA, as follows:

Section 1. The City Clerk has provided notice of the public hearing on this Proposed Ordinance No. 2021 - 09 to be held on February 15, 2021 to the property owner.

Section 2. The Common Council has determined that due to the violation of the First and Second Conditions under which the Resolution No. 2010-21 and Resolution No. 2012-03 were approved, these Resolutions should be rescinded.

Section 3. The Common Council hereby rescinds approval of Resolution No. 2010-21 and Resolution No. 2012-03, thus removing the Use Variance allowing the use of the Property located at 1802 West Sixth Street, Mishawaka, Indiana, more particularly known and described as:

Lots 66, 67, 69, and 70, Milburn Place, City of Mishawaka, Penn Township, St. Joseph County, State of Indiana

and therefore the Property may no longer lawfully be used as an auto body repair and maintenance shop in its current zoning classification under the Mishawaka Zoning Ordinance.

Section 4. If any provision of this Ordinance is found to be invalid, the remaining provisions of this Ordinance shall not be affected by such a determination. These other provisions of this Ordinance shall remain in full force and effect without the invalid provision.

Section 5. This Ordinance shall take effect immediately upon its passage by the Common Council and any other steps required by Indiana law for such Ordinances have been taken.

PASSED by the Common council on the ___ day of ____________, 2021 at ______________ o'clock ___.m.

____
Gregg Hixenbaugh, Council President

ATTEST:

____
Deborah S. Block, IAMC, MMC
City Clerk

PRESENTED to the Mayor this __________ day of ____________________, 2021 at __________ o'clock ___.m.

____
Deborah S. Block, IAMC, MMC
City Clerk

APPROVED by me this __________ day of ________________, 2021 at ___________ o'clock, ___.m.

____
David A. Wood
Mayor