

**Dodge City/Ford County CFAB Advisory Board Meeting**  
**City Hall**  
**City Commissioners Chambers**  
**Wednesday, September 27, 2017**  
**6:00 P.M.**  
**Agenda**

**Welcome:** Chair Ryan Rabe

**Roll Call:**

**Call to Order:** Chair Ryan Rabe

**Visitors:**

(Limit of five minutes per individual and fifteen minutes per topic. Final action may be deferred until the next CFAB meeting unless an emergency situation does exist).

**Consent Calendar:**

1. Approval of Minutes from March 29, 2017 Meeting
2. “Why Not Dodge” Sales Tax Fund Monthly Financial Report

**Report:**

1. Progress Reports for 2017 CFAB Organizational Funding Grantees- Report by Assistant to the City Manager/Project Development Coordinator Melissa McCoy

**Unfinished Business:**

- 1.

**New Business:**

2. Dodge City Raceway Park Advisory Board Recommendation- Report by Assistant to the City Manager/Project Development Coordinator Melissa McCoy
3. 2018 “Why Not Dodge” Sales Tax Budget-Report by City Finance Director Nannette Pogue
4. 2018 CFAB Organizational Funding Application- Report by Assistant to the City Manager/Project Development Coordinator Melissa McCoy

**Next Meeting Date(s):**

1 Wednesday, November 29, 2017 City Commissioners Chambers

**Adjournment**

**Dodge City/Ford County CFAB Advisory Board Meeting**  
**City Hall**  
**City Commissioners Chambers**  
**Wednesday, March 29, 2017**  
**6:00 P.M.**  
**Minutes**

**Welcome:** Chair Ryan Rabe welcomed everyone to the meeting and introduced new board member Michael Brakey. Ryan then shared that Jeff Turner will be stepping down from the board as he will be moving. The board and staff thanked Jeff for his service to CFAB.

**Roll Call:** Ryan Rabe, Michael Martinez, Jeff Turner, Paul Yaroslaski, Mike Laskowsky, Christa Roy, Michael Brakey, Commissioner Rick Sowers, County Administrator JD Gilbert and City Manager Cherise Tieben

**Call to Order:** Chair Ryan Rabe

**Consent Calendar:**

1. Approval of Minutes from January 30, 2017 Meeting- Chair Ryan Rabe asked if there were any questions on the minutes. There were none. A motion was made by Christa Roy to accept the minutes as presented. Jeff Turner seconded the motion that passed unanimously.
2. “Why Not Dodge” Sales Tax Fund Monthly Financial Report- City Finance Director Nannette Pogue commented on a few items of significance on the monthly sales tax fund financial report including that there was \$1.6 million in the operating budget and that the Depreciation was at \$1.7 million. Nannette commented that the total cash assets for all the different funds were at \$9.5 million for year end. Currently, 2017 is up 8% over last year however, this only reflects the first two months of the year.

**Report:**

1. Dodge City Raceway Park Update-Report by DCRP Promoter and Operator Tommie Estes- Tommie reported that the numbers showed attendance and car counts from 2014, 2015 and 2016. He commented on plans for marketing for 2017 including a distribution program for his new rack cards throughout the state as well as a stronger push with social media. He added that the World of Outlaws will return to Dodge City in October and their only other stop in Kansas will be in Wichita in May. Tommie also mentioned Driver’s appreciation night as being one of the night’s with the highest attendance.

Maintenance projects include painting, crack repair and readjusting the lights. Tommie invited the CFAB members to come and check out the races which will kick off on April 15.

**Next Meeting Date(s):**

1 Quarterly meetings: Melissa McCoy shared with the group that since there was not an ongoing project that staff would like to recommend moving the CFAB meetings from monthly to quarterly. She asked if there were any concerns about this change. There were none. Melissa will send out a new meeting calendar that will reflect that change.

**Adjournment-** Christa Roy made motion to adjourn the meeting and Paul Yaroslaski seconded the motion that passed unanimously.

SALES TAX PROJECT FUND  
STATEMENT OF REVENUE AND EXPENDITURES  
BUDGET PERFORMANCE  
August 31, 2017

	Current Month (August 2017) Actual	Current Month (August 2017) Budget	Current YTD (Jan-Aug 2017) Actual	Current YTD (Jan-Aug 2017) Budget	Annual FY 2017 Budget	
<b>OPERATING FUND-SALES TAX PROJECTS</b>						
<b>Revenues</b>						
Sales Tax	492,874.04	495,416.00	3,829,598.63	3,963,328.00	5,945,000.00	64.42%
Investment Earnings	2,836.11	208.00	10,085.04	1,664.00	2,500.00	403.40%
Field Sports Revenues	4,294.61	7,165.00	91,989.89	57,320.00	86,000.00	106.96%
Racetrack Revenues	0.00	0.00	0.00	0.00	0.00	0.00%
Miscellaneous	1,800.00	0.00	2,600.00	0.00	0.00	0.00%
Longbranch Lagoon	<u>98,298.20</u>	<u>28,750.00</u>	<u>486,414.04</u>	<u>230,000.00</u>	<u>345,000.00</u>	<u>0.00%</u>
Total Revenues	600,102.96	531,539.00	4,420,687.60	4,252,312.00	6,378,500.00	69.31%
<b>Expenditures</b>						
<b>Field Sports</b>						
Personnel Services	16,583.33	20,064.00	117,604.38	160,512.00	240,815.00	48.84%
Contractual Services	12,053.93	8,428.00	106,833.42	67,424.00	101,200.00	105.57%
Commodities	10,143.01	6,900.00	50,876.96	55,200.00	82,850.00	61.41%
Capital	10,307.54	5,583.00	30,403.26	44,664.00	67,000.00	45.38%
Field Sports-Tournaments	<u>7,660.61</u>	<u>12,113.00</u>	<u>102,836.05</u>	<u>96,904.00</u>	<u>145,390.00</u>	<u>70.73%</u>
Total-Field Sports	56,748.42	53,088.00	408,554.07	424,704.00	637,255.00	64.11%
<b>Administration</b>						
Contractual Services	117.55	73,774.00	13,335.44	590,192.00	885,300.00	1.51%
Commodities	0.00	25.00	0.00	200.00	300.00	0.00%
Capital	0.00	0.00	0.00	0.00	0.00	0.00%
Bond Payment Transfers	46,132.76	265,416.00	1,434,480.87	2,123,328.00	3,185,000.00	45.04%
Interest	0.00	0.00	0.00	0.00	0.00	0.00%
Transfer to Depr & Repl	0.00	28,750.00	0.00	230,000.00	345,000.00	0.00%
Other	<u>0.00</u>	<u>166.00</u>	<u>2,858.00</u>	<u>1,328.00</u>	<u>2,000.00</u>	<u>142.90%</u>
Total-Administration	46,250.31	368,131.00	1,450,674.31	2,945,048.00	4,417,600.00	32.84%
<b>Special Events Centers</b>						
Contractual	214,280.00	71,427.00	876,653.59	571,416.00	857,122.00	102.28%
Insurance & Electric	312.55	3,799.00	1,736.05	30,392.00	45,600.00	0.00%

Other	68.00	0.00	68.00	0.00	0.00%
Capital Outlay	0.00	12,500.00	48,642.24	100,000.00	150,000.00
Total-Special Events Centers	214,660.55	87,726.00	927,099.88	701,808.00	1,052,722.00
Facilities Maintenance					
Personnel Services	2,458.63	1,345.00	10,929.74	10,760.00	16,150.00
Contractual Services	0.00	0.00	0.00	0.00	0.00
Commodities	0.00	774.00	468.96	6,192.00	9,300.00
Total-Facilities Maintenance	2,458.63	2,119.00	11,398.70	16,952.00	25,450.00
Raceway Park					
Personnel Services	1,166.89	899.00	6,318.62	7,192.00	10,800.00
Contractual Services	8,582.81	24,298.00	251,405.73	194,384.00	291,600.00
Commodities	95.87	1,040.00	10,093.25	8,320.00	12,500.00
Capital Outlay	746.13	2,083.00	15,000.00	16,664.00	25,000.00
Total-Raceway Park	10,591.70	28,320.00	282,817.60	226,560.00	339,900.00
Outdoor Regional Aquatics Facility					
Contractual Services	105,782.95	33,941.00	495,340.05	271,528.00	407,315.00
Commodities	2,303.99	0.00	5,707.28	0.00	0.00
Capital Outlay	323.99	1,057.00	35,162.49	8,456.00	12,685.00
Total - Aquatics Facility	108,410.93	34,998.00	536,209.82	279,984.00	420,000.00
TOTAL EXPENDITURES-OPERATING FUN	439,120.54	574,382.00	3,616,754.38	4,595,056.00	6,892,927.00
Revenue Over/Under Expenditures	160,982.42	-42,843.00	803,933.22	-342,744.00	-514,427.00
ST Organizational Funding Fund					
Revenues					
Grants	6,794.76	0.00	31,954.76	0.00	0.00
Charges for Services	0.00	0.00	0.00	0.00	0.00
Transfer From Other	0.00	7,119.00	0.00	56,952.00	85,430.00
Transfer From Sales Tax Fund	0.00	59,166.00	0.00	473,328.00	710,000.00
Total Revenue-ST Organizational Funding	6,794.76	66,285.00	31,954.76	530,280.00	795,430.00
Expenditures					
Personnel Services	5,913.68	6,968.00	46,944.78	55,744.00	83,635.00
Contractual Services	-895.00	59,465.00	470,890.84	475,720.00	713,600.00
Commodities	341.76	207.00	447.83	1,656.00	2,500.00
Capital Outlay	0.00	0.00	0.00	0.00	0.00
Total Expenditures-ST Organizational Fundir	5,360.44	66,640.00	518,283.45	533,120.00	799,735.00
Revenue Over/Under Expenditures	1,434.32	-355.00	-486,328.69	-2,840.00	-4,305.00

Debt Service Account - SEC

Revenues

Investment Income	45.95	85,120.51
Transfer from Reserve Fund	0.00	0.00
Transfer from Operating Funds	<u>12,315.99</u>	<u>964,088.84</u>
Total Revenues	12,361.94	1,049,209.35

Expenditures

Principal Payments	0.00	1,090,000.00
Interest Payments	0.00	707,181.25
Investment Fees	<u>0.00</u>	<u>0.00</u>
Total Expenditures	0.00	1,797,181.25

Revenue Over/Under Expenditures 12,361.94

-747,971.90

Debt Service Account - Outdoor Regional Aquatics Facility

Revenues

Investment Income	0.00	-8,939.33
Transfer from COI fund	0.00	0.00
Transfer from Operating Funds	<u>33,816.77</u>	<u>424,259.27</u>
Total Revenues	33,816.77	415,319.94

Expenditures

Principal Payments	0.00	360,000.00
Interest Payments	<u>0.00</u>	<u>166,025.00</u>
Total Expenditures	0.00	526,025.00

Revenue Over/Under Expenditures 33,816.77

-110,705.06

BALANCE SHEET  
SALES TAX PROJECT FUNDS  
ENDING August, 2017

	Operating Fund	Organizational Fund	ST-Depr. Replacement Fund	Event Fund	Dept Fund	Water Park Project Fund	Debt Service Account-SEC	Debt Service Account - Water Park	TOTAL SALES TAX PROJECTS FUNDS
<b>ASSETS</b>									
<b>Assets</b>									
Cash	2,601,150.48	-365,541.07	1,816,946.92	-52,522.49	23,975.40	54,677.68	1,128,470.58	248,743.58	5,455,901.08
Cash - Reserve							3,468,847.91	699,990.76	4,168,838.67
Cash - 2016 REF Bonds Debt Service							271,935.10	0.00	271,935.10
Cash - Cost of Issuance	0.00						4,344.63	0.72	4,345.35
Miscellaneous Receivable	-166.21	25,660.00						0.00	25,493.79
Sales Tax Receivable	393,057.74	0.00						0.00	393,057.74
Deferred Bond Issuance Costs	0.00	0.00						0.00	0.00
TOTAL ASSETS	2,994,042.01	-339,881.07	1,816,946.92	-52,522.49	23,975.40	54,677.68	4,873,598.22	948,735.06	10,319,571.73
<b>LIABILITIES &amp; FUND BALANCE</b>									
<b>Liabilities</b>									
Accounts Payable	273,425.61	0.00			3,035.77	0.00		0.00	276,461.38
Retainage Payable			8,457.00			55,000.00			63,457.00
Salaries Payable	0.00	0.00			0.00	0.00		0.00	0.00
Sales Tax Payable	2,011.96	6.19						0.00	2,018.15
Compensated Absences Payable	11,880.54	3,727.81			3,824.41	0.00		0.00	19,432.76
Accrued Interest Payable	0.00	0.00			0.00	0.00		0.00	144,259.38
Deferred Gain on Refunding							2,153,017.54		2,153,017.54
Bond Premium	0.00	0.00			0.00	0.00	51,537.62	293,342.00	344,979.62
Unamortized Bond Discount								0.00	0.00
Bonds Payable-Current	0.00	0.00			0.00	0.00	1,090,000.00	360,000.00	1,450,000.00
Bonds Payable-Non-Current	0.00	0.00			0.00	0.00	34,630,000.00	9,125,000.00	43,755,000.00
TOTAL LIABILITIES	287,318.11	3,734.00	8,457.00	0.00	6,860.18	55,000.00	38,040,552.04	9,806,604.50	48,208,625.83
<b>Total Current Liabilities</b>									
FUND BALAN	2,706,723.90	-349,157.54	1,786,002.92	-52,522.49	17,115.22	-322.32	2,552,946.18	627,130.56	7,287,916.43
Reserve for Encumbrances	0.00	5,542.47	22,487.00		0.00		-35,720,000.00	-9,485,000.00	-45,205,000.00
Net Capital Assets-Related Debt							0.00	0.00	0.00
Unused debt proceeds	2,706,723.90	-343,615.07	1,808,489.92	-52,522.49	17,115.22	-322.32	-33,167,053.82	-8,857,869.44	-37,889,054.10
Total Fund Equity	2,994,042.01	-339,881.07	1,816,946.92	-52,522.49	23,975.40	54,677.68	4,873,598.22	948,735.06	10,319,571.73
TOTAL LIABILITIES AND FUND EQUITY	2,994,042.01	-339,881.07	1,816,946.92	-52,522.49	23,975.40	54,677.68	4,873,598.22	948,735.06	10,319,571.73

# CFAB

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## *Memorandum*

*To: CFAB Board*  
*From: Assistant to the City  
Manager/Project Development  
Coordinator*  
*Date: September 20, 2017*  
*Subject: Summary of 2017 Organizational  
Funding Progress Reports*  
*Agenda Item: Reports*

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**Applicant:** Dodge City Area Arts Council

**2017 Funds Awarded:**

\$7,100.00 for Insurance

\$4,275.00 for Utilities

**\$11,375 Total Funds Awarded**

**\$3,688.56-Remaining unused funds**

**Projects pending:** Payment of utilities and insurance for remainder of 2017.

**Requirements Completed:** DCAAC attended 4 Tourism Coalition meetings and supported the Dodge City Convention and Visitor's Bureau at the Kansas State Fair.

**Applicant:** Dodge City Roundup Rodeo

**2017 Funds Awarded:**

\$11,900 for the beer stand roof

\$15,500 for Contestant Payout

\$7,240 Power Supply Contract Personnel/Campers and Trailers

**\$34,640 Total Funds Awarded**

**\$11,900-Remaining unused funds**

**Projects pending:** Roundup is requesting to utilize unused funds for an alternate request which include additional electrical supply to new sound building. Replacing slide gates in livestock pens and plumbing repairs.

**Requirements Completed:** Roundup has attended the Tourism Coalition meeting 6 times this year and supported the Dodge City Convention at Visitor's Bureau at the Kansas State Fair.

**Applicant:** Dodge City Trail of Fame

**2017 Funds Awarded:**

\$15,000 Funding Contract for Charlie Meade

\$10,800 Matt Dillon Statue

**\$25,800.00 Total Funds Awarded**

**\$6,250-Remaining unused funds**

**Projects pending:** Pending payments for Charlie Meade.

**Requirements Completed:** Trail of Fame has attended Tourism Coalition meeting 4 times this year and supported the Dodge City Convention and Visitor's Bureau and the Kansas State Fair

**Applicant:** Ford County Historical Society

**2017 Funds Awarded:**

\$10,850 for Operations

\$ 3,410 Matching funds for Heritage Trust Grant for building repairs

**\$14,260 Total Funds Awarded**

**\$3,425-Remaining unused funds**

**Projects pending:** Use of matching funds for Heritage Trust Fund grant for Home of Stone repairs.

**Requirements Completed:** Ford County Historical Society has attended Tourism Coalition meeting 7 times this year and supported the Dodge City Convention and Visitor's Bureau at the Kansas State Fair

**Applicant:** Thunder on the Plains

**2017 Funds Awarded:**

\$10,000 Funds to secure air show.

**\$0 Total Funds Awarded**

**\$10,000-Remaining unused funds**

**Projects pending:** Entire project pending no funds have been allocated yet.

**Requirements Completed:** Thunder on the Plains has attended Tourism Coalition meeting 4 times this year and did not complete the requirement of supporting the Dodge City Convention and Visitor's Bureau at an external event.

**Applicant:** Young Guns

**2017 Funds Awarded:**

<u>Building rent WSB Expo</u>	<u>\$550</u>
<u>Sound System</u>	<u>\$150</u>
<u>Secretary</u>	<u>\$500</u>
<u>Judges</u>	<u>\$900</u>
<u>Insurance</u>	<u>\$125</u>
<u>EMT</u>	<u>\$300</u>
<u>Tractor</u>	<u>\$260</u>

**\$13,925 Total Funds Awarded**

**\$1,920-Remaining unused funds**

**Projects pending:** Two rodeos pending November 11-12 and December 2-3, 2017

**Requirements Completed:** Young Guns has attended Tourism Coalition meeting 1 time this year and supported the Dodge City Convention and Visitor's Bureau at the Kansas State Fair.

## 2017 Organizational Funding Progress Report:

Organization	Project	Project Completion/Receipts Provided	Funds Remaining	Attended Tourism Coalition Meetings	Assisted with External CVB Related Activity
<b>Carnegie Center for the Arts</b>	✓ Utilities and Insurance	Project In Progress /Documentation Provided Bills still pending for the remainder of the year.	\$ 3,688.56	Yes, 4 times	Yes, Kansas State Fair
<b>Dodge City Roundup</b>	<ul style="list-style-type: none"> <li>✓ Beer Stand</li> <li>✓ Roof Payout</li> <li>✓ contestants</li> <li>✓ Electrical supply to new sound building</li> <li>✓</li> </ul>	Some Projects/Complete/Receipts Provided-however requesting alternate use of remaining funds. The request is for slide gates, plumbing repairs and electrical supply to sound building.	\$ 11,900	Yes, 6 times	Yes, Kansas State Fair
<b>Dodge City Trail of Fame</b>	Contract Labor Charlie Meade Matt Dillon Statue	Pending payment of Charlie Meade	\$6,250.	Yes, 4 times,	Yes, State Fair
<b>Ford Co. Historical Society</b>	Operations and matching funds for State Historical Society HTF Grant	Pending matching funds for HTF Grant	\$3,425.00	Yes, 7 times	Yes, Kansas State Fair
<b>Thunder of the Plains</b>	Funds to secure air show.	No funds have been obligated because no action has taken place.	\$10,000	Yes, 4 times with Jim Johnson attending on their behalf.	No
<b>Young Guns Association</b>	Expo Rent Sound System Secretary/Judges Insurance EMT Tractor	Pending two events Nov. 11-12 Dec. 2-3	City will pay WSB directly	Attended 1 meeting	Yes, State Fair



**City of Dodge City**

**CFAB**

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## *Memorandum*

To: Community Facility Advisory Board  
From: Assistant to the City Manager/ Project  
Development Coordinator, Melissa McCoy  
Date: September 21, 2017  
Subject: DCRP Board Recommendation

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**Recommendation:** The Dodge City Raceway Park (DCRP) Advisory Board recommends approval of a seventeen night racing schedule which includes five nights of special shows which may include such events as the World of Outlaws, Sprint Car Nationals, and a Demolition Derby. The “Why Not Dodge” subsidy required is \$250,000.

**Background:**

Per the current agreement, the operator, Triple T Promotions, receives a subsidy for all events, both major and local. The current subsidy for 2018 is \$190,000. However, the DCRP operator approached the City due to financial concerns sparked by a drop in the number of racers and spectators over the last few years.

The operator then presented a proposal to the DCRP Advisory Board for their review with two options for the 2018 season. The consensus of the board was to choose option one which included the World of Outlaws along with the Sprint Car Nationals and the Demolition Derby. Option two was \$25,000 less but did not include the World of Outlaws which is a large draw for the track and reduced the local race opportunities for a variety of car classes.

**Justification:** The Operator has successfully operated the track over the last several years and was named the 2014 Promoter of the Year for his work with the annual Boot Hill Showdown and the World of Outlaws Sprint Car Series. The increase in the subsidy will allow him to continue to operate the DCRP. The subsidy will be reevaluated once the current financial situation improves.

**Financial Considerations:** The change to the agreement would increase the current subsidy by \$60,000. This number is contingent on the World of Outlaws show signing on for the 2018 season. If the World of Outlaws show is not secured then the increase would be lowered by \$25,000. Lowering the increase to \$35,000.

**Legal Considerations:** If approved by the Joint Commission the existing agreement with Triple T promotions would need to be modified to reflect the increase in subsidy.

**Attachments:**

2018 Dodge City Raceway Park 2018 Season Proposal

\* The Dodge City Raceway Advisory Board is made up of representatives from the City and County Administration, CFAB, the Joint Commissions and the community.



Dodge City Raceway Park

2018 Race Season Proposal

So, your question is Why Dodge City Raceway Park? On June 10, 1997 the residents of Dodge City/Ford County overwhelmingly approved the adoption of a 1 cent sales tax to fund four projects. One of those projects was the construction of an outdoor motorsports facility to include automobile racing and motor sports events. Construction began in 1999 and was completed in time for the 2000 race season.

Since that time DCRP has seen multiple promoters, but none that stuck long term, until now.

Over the past 7 years DCRP has hosted 5 car divisions, Sprints, IMCA Modifieds, IMCA Stocks, IMCA Sport Mods, IMCA Hobbies. Each division races 12-13 times during the season

In 2017 Dodge City Raceway Park will host more than 1300 cars in 5 divisions, 20,000 racing fans and 14 nights of excitement filled racing. Triple T Promotions has 70-80 part time employees, an annual payroll

exceeding \$56,000, estimated gross sales of \$300,000 and \$65,000 of local vendor expenses. The estimated annual economic impact of DCRP excluding World of Outlaws is near \$1,000,000

World of Outlaws estimates that the economic impact of their October race weekend on Dodge City and Ford County will exceed \$600,000.

### **Option 1:**

Seventeen nights of racing including 5 nights of Special Shows (World of Outlaws, Sprint Car Nationals and Demo Derby) Why Not Dodge Subsidy \$250,000

March 24 practice nite

March 31 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

April 7 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

April 21 Modified Stampede. (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

May 5 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

May 26 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

June 2 Stock Car Spectacular (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

June 15 Sprint Car National Plus IMCA Stocks (Special Show)

June 16 Sprint Car National Plus IMCA Stocks,IMCA Sport Mods (Special Show)

June 30 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

July 4 Demolition Derby (Special Show)

July 14 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

July 27 Drivers Appreciation Night (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

August 18 Sport Mod Mayhem. (DCRP Sprints,IMCA Modified,IMCA Sport Mods,IMCA Hobbies)

September 1 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

September 15 Championship Night. (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

October 26 World of Outlaws. (T) (Special Show)

October 27 World of Outlaws. (T) (Special Show)

### **Option 2:**

Twelve nights of racing including 3 nights of Special Shows (Sprint car Nationals and Demo Derby) Why not Dodge Subsidy \$225,000

March 24 practice nite

April 7 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

April 21 Modified Stampede. (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

May 5 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

May 26 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

June 15 Sprint Car National Plus IMCA Stocks (Special Show)

June 16 Sprint Car National Plus IMCA Stocks,IMCA Sport Mods (Special Show)

June 30 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

July 4 Demolition Derby (Special Show)

July 14 Weekly Racing (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

July 27 Drivers Appreciation Night (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

August 18 Sport Mod Mayhem. (DCRP Sprints,IMCA Modified,IMCA Sport Mods,IMCA Hobbies)

September 15 Championship Night. (DCRP Sprints,IMCA Modified,IMCA Stocks,IMCA Sport Mods,IMCA Hobbies)

September 18, 2017

MEMO

TO: Cherise Tieben, City Manager

FROM: Nannette Pogue, Finance Director/City Clerk

SUBJECT: 2018 Special Sales Tax Project Budget

In your packet of information is the Sales Tax Projects budget by summary. I will have the detailed budget available if any of the board members want to review it.

The Sales Tax Project Budget consists of 4 Funds:

1. Operating Fund – Which is the main fund that is broken down into five departments:
  - a. Field Sports
    1. Field Maintenance
    2. Concessions
    3. Tournament
  - b. Administration
  - c. Motor Sports
  - d. Special Events Center
  - e. Facilities Maintenance
  - f. Outdoor Regional Aquatics Facilities
2. Sales Tax Fund-Depreciation and Replacement
3. Sales Tax Fund-Organizational Funding
4. Debt Service Fund

#### **SALES TAX PROJECT – OPERATING FUND**

The revenue that funds the Sales Tax Fund is a ½ cent City Sales Tax and a ½ County Sales Tax. Projected revenue in the Sales Tax Project Fund for 2018 is \$5,945,000. This is the same amount that was budgeted for 2017 and slightly higher than actual collections for 2016. There is also \$495,000 in revenues budgeted from the admissions, programs and concessions at the outdoor aquatics park. The other revenues that fund this budget are interest on idle funds, sign sponsorships, and athletic field sports revenue.

The total Field Sports Operations budget for 2018 is \$825,300. The Field Sports Operations budget includes the Field Maintenance, Concessions, and Tournaments.

**Field Maintenance**

The field sports budget includes:

Personal Services	\$235,975
Contractual	\$108,200
Commodities	\$80,850
Capital Outlay	\$190,000

The Personal Services, Contractual and Commodities line items reflect normal operating costs and reflect no major changes or increases from the 2017 budget. The Capital Outlay are proposed requests by the department. The following items are included in the proposed capital outlay:

- Youth Complex Improvements - \$83,000
- Legends Dugout Covers - \$20,000
- Youth Complex fence repairs - \$10,000
- ¾ Ton 4x4 Pickup with blade - \$40,000
- Mid Mount Mower - \$12,000
- Chemical Spray Rig - \$25,000

**Athletic Field Concessions**

There is no budgeted expenditure in 2018 for concessions. Request for proposals were solicited in 2015 and the contract for concessions at the baseball, softball and soccer fields was given to Ezequiel Alvarez owner and operator of Paleteria Rio Grande. The compensation back to the Sales Tax Projects Fund is 20 percent of gross revenues after taxes for concessions.

**Athletic Fields Tournaments**

The tournament director position is budgeted at \$85,275 including salaries and benefits. There is also \$115,000 budgeted for Athletic Fields Tournaments. This amount includes \$25,000 for the A's mini camps plus \$90,000 for tournament umpires contract labor.

**Sales Tax Project Administration**

The Administration Division includes Administrative costs, legal fees and other, organizational funding, and debt service.

Included in the Administration budget is \$150,000 for City Administration costs. The budget for legal fees and other contractual costs is \$10,300. The organizational funding account is budgeted at \$710,000. The actual amount will need to be formally approved

by the CFAB and City/County Commissions at a later date. \$3,224,600 is budgeted for debt. This reflects \$2,534,600 for the bonds issued to fund the Special Events Center and \$690,000 for the bonds issued to fund the aquatics facility. \$645,000 is budgeted to transfer into the Depreciation and Replacement Fund.

### **Special Events Center**

\$860,500 is budgeted for the operating costs of the Special Events Center. In addition to the operations budget an additional \$150,000 is being proposed for capital improvements. In addition to the operations of the Special Events Center \$40,000 is proposed for insurance for the United Wireless Arena and Conference Center and \$5,600 is budgeted for electricity for an LED sign.

The capital items being requested by the United Wireless Arena are:

Replacement computer - Director of Operations – \$1,500  
Replacement computer - Operations –\$ 1,500  
Laptop for Conference Center – \$1,500  
Server Replacement – \$8,000  
Replacement computer – Executive Director - \$2,000  
Upgrade Ticketmaster Scanners (12) – \$16,000  
Parking lot surveillance – \$2,500  
Facility surveillance – \$2,500  
Metal detectors – (6) walk through and (3) wands - \$25,000  
New POS system – install, 25 terminals & equipment, software and 1 year support - \$50,000  
Dinnerwear – \$2,500  
Silverwear – \$2,500  
Website upgrade - \$10,000  
Bike rack - \$1,500  
Radios - \$6,500  
Increase/replace skating inventory & update rack system - \$1,500  
Folding gate for BOH - \$5,000  
Caulking exterior windows – \$10,000

The Business Plan for the United Wireless Arena for 2018 is also included in your packet.

### **Racetrack**

The Dodge City Raceway Park budget is \$372,100. This includes a contract with Triple T Promotions to conduct major events and local shows (approximately 12) in an amount not to exceed \$260,000. The actual amount is pending approval of the CFAB board. It also includes: temporary position during the racing season to take care of buildings and grounds; insurance; utilities; maintenance contract on the elevator; building maintenance;

event clean up; and capital projects. Some maintenance items included in the proposed budget are plumbing and electric maintenance, replacement of lighting and building doors and repairing of water damage in the pit booth. This amount also includes contractual lawn services for watering, mowing and trimming. Capital outlay is budgeted at \$5,000 for miscellaneous improvements.

### **Facilities Maintenance**

This was a new department that was added in 2011. It was found that the contracts with the operators of the facilities focused on the operation and maintenance of the facilities. The maintenance of the grounds is outside of those contracts, so we felt it was necessary to put resources into maintaining the landscaping and parking lots. This budget includes labor and materials necessary to maintain the grounds at the Special Events Center and is in the amount of \$25,450.

### **Outdoor Regional Aquatics Facilities**

\$424,000 is budgeted for the operating costs of the Regional Aquatics Park. This includes a management contract with StandGuard Aquatics in the amount of \$350,000. In addition to the operations budget an additional \$10,000 was budgeted for insurance and bonds, \$18,000 for building improvements and \$22,500 for chemicals and supplies.

### **SALES TAX FUND-DEPRECIATION AND REPLACEMENT**

In early 2010, the CFAB and City and County Commissions approved the establishment of a Depreciation and Replacement Fund for the Sales Tax Projects. The initial transfer into this fund was \$2,500,000, with an annual transfer of \$750,000. This Depreciation and Replacement Fund was set up to replace and/or improve all of the assets that were funded by the sales tax. As the discussion progressed regarding additional projects, several questions were asked as to whether or not the amount being transferred into this account was too much. We then reviewed the list of assets that were being depreciated and determined whether or not they would be replaced or if insurance would take care of the costs, or if they were completely wiped out, would they even be rebuilt or replaced. Toward that end, we took out all of the equipment, deciding when they needed replaced they would be paid for from the operating funds. We determined which parts of the buildings or complexes would actually need to be replaced or upgraded once they were worn out. After all of the items were reviewed, it was determined by staff that a more comfortable level would be at \$345,000 annually. Due to the addition of the aquatics park this amount was increased to \$645,000, so that is the amount being proposed to be transferred in 2018 from the Special Sales Tax Projects Fund to the Depreciation and Replacement Fund. The depreciation includes only the projects that were previously funded by the Special Sales Tax. Any additional projects that are added would result in an increase to this fund.

## **SALES TAX FUND-ORGANIZATIONAL FUNDING**

The Interlocal Agreement has a provision that up to 15% of the sales tax collected can be transferred into a special fund. The receipt and expenditure of these funds are a separate process, action by CFAB and the City and County Commissions approves the amount of money transferred into this fund. Applications are accepted and approved as to the amount of money spent on individual projects. The amount proposed to be transferred in 2018 is \$710,000.

## **SEC REVENUE BOND FUND**

This is a non budgeted fund and it accounts for the bond reserve that is required as the result of issuing revenue bonds for the events center and the aquatics facility. It also accounts for a monthly transfer from the operating fund and funds the interest and principal payments on the bonds when they are due.

I have included a graph which shows the outstanding amount of revenue bonds each year through 2035 as well as a graph that shows the payments due each year.

If you have questions or wish additional information, please let me know.

## SALES TAX FUND - SPECIAL PROJECTS

Fund Source: 1/2% City Sales Tax; 1/2% County Sales Tax.

Guidelines: On June 10, 1997, the voters went to the polls to approve a 1/2% Citywide Sales Tax and a 1/2% Countywide Sales Tax to fund Civic Center upgrades to air-conditioning and electrical, softball facilities and complex, a motor sports track, a special events center and other projects. 1/4% City and 1/4% County sales tax went into effect on October 1, 1997. The additional 1/4% City tax was added to fund these projects in January 2000, and the additional 1/4% County tax was added in June, 1999. Currently this fund is being funded at the full 1/2% City and 1/2% County Sales Taxes.

SALES TAX - SPECIAL PROJECTS	2016 Actual	2017 Budget or Estimate	2018 Budget
<i>Unreserved Fund Balance, January 1</i>	2,164,596	1,528,925	1,014,448
Revenues:			
Sales Tax	4,651,227	4,765,000	4,765,000
Sales Tax	1,179,440	1,180,000	1,180,000
Interest Income	5,249	2,500	6,000
Concessions	12,853	10,000	10,000
Field Rental			
Other Athletic Field Inc	137,658	76,000	120,000
Sign Sponsorships			
Aquatics Park Revenue	560,059	345,000	495,000
RV Space Rental at Racetrack			
Sale of Scrap	0	0	
<b>TOTAL RECEIPTS</b>	<b>6,546,486</b>	<b>6,378,500</b>	<b>6,576,000</b>
<b>RESOURCES AVAILABLE</b>	<b>8,711,082</b>	<b>7,907,425</b>	<b>7,590,448</b>
Expenditures			
<b>FIELD SPORTS</b>			
<b>FIELD MAINTENANCE</b>			
Personal Services	227,939	240,815	231,125
Adj current salaries mid year + proposed raise			4,850
Contractual	140,257	101,200	108,200
Commodities	88,999	82,850	80,850
Capital Outlay	<u>79,641</u>	<u>67,000</u>	<u>190,000</u>
Total - Field Maintenance	536,836	491,865	615,025
<b>TOURNAMENTS</b>			
Personal Services	53,407	85,440	83,455
Adj current salaries mid year + proposed raise			1,820
Contractual	113,523	50,000	115,000
Commodities	<u>9,148</u>	<u>10,000</u>	<u>10,000</u>
Total - Tournaments	176,078	145,440	210,275
<b>TOTAL FIELD SPORTS OPERATIONS</b>	<b>712,914</b>	<b>637,305</b>	<b>825,300</b>

<b>ADMINISTRATION</b>			
Contractual	151,823	885,300	870,300
Commodities	0	300	0
Payment for Expo Center	0	0	0
Aquatics Park (to be reimbursed)		0	0
Transfer to Depreciation & Replacement Fund	345,000	345,000	645,000
Series A & B - Debt Service (SEC-2009)	3,250,278	2,490,000	1,171,300
Series A 2015 - Debt Service (Water Park)	690,600	695,000	690,000
Series A 2016	903,196		1,363,300
Transfer to Reserve for 2015 Series A			
Other Payments	<u>1,804</u>	<u>2,000</u>	<u>2,200</u>
<b>TOTAL - ADMINISTRATION</b>	<b>5,342,701</b>	<b>4,417,600</b>	<b>4,742,100</b>
<b>MOTOR SPORTS</b>			
Personal Services	9,588	10,800	10,800
Contractual	262,394	291,600	345,300
Commodities	11,627	12,500	11,000
Capital Outlay	10,170	25,000	5,000
Concessions	0	0	0
Reimbursed Expense	<u>0</u>	<u>0</u>	<u>0</u>
<b>TOTAL - MOTOR SPORTS OPERATIONS</b>	<b>293,779</b>	<b>339,900</b>	<b>372,100</b>
<b>SPECIAL EVENTS CENTERS</b>			
Contractual	68,410	857,122	860,500
Insurance & Electrical	43,120	45,600	45,600
Capital Outlay	<u>88,430</u>	<u>150,000</u>	<u>150,000</u>
<b>TOTAL - SPECIAL EVENTS CENTER</b>	<b>199,960</b>	<b>1,052,722</b>	<b>1,056,100</b>
<b>SALES TAX PROJECTS-FACILITIES MAINTENANCE</b>			
Personal Services	11,326	16,150	16,150
Contractual	2,502	0	0
Commodities	1,237	<u>9,300</u>	<u>9,300</u>
<b>TOTAL-FACILITIES MAINTENANCE</b>	<b>15,065</b>	<b>25,450</b>	<b>25,450</b>
<b>Outdoor Regional Aquatics Facility</b>			
Personnel			9,180
Contractual	523,544	397,315	424,000
Insurance	10,000	10,000	10,000
Commodities	29,924		22,500
Improvements to Buildings	<u>54,270</u>	<u>12,685</u>	<u>18,000</u>
<b>TOTAL-OUTDOOR REGIONAL AQUATICS FACILITY</b>	<b>617,738</b>	<b>420,000</b>	<b>483,680</b>
<b>TOTAL EXPENDITURES</b>	<b>7,182,157</b>	<b>6,892,977</b>	<b>7,504,730</b>
<i>Unreserved Fund Balance, December 31</i>	<i>1,528,925</i>	<i>1,014,448</i>	<i>85,718</i>

**SALES TAX FUND-DEPRECIATION & REPLACEMENT**

<b>Sales Tax Fund-Depreciation &amp; Replacement</b>	<b>2016 Actual</b>	<b>2017 Budget or Estimate</b>	<b>2018 Budget</b>
<i>Unreserved Fund Balance, January 1</i>	4,991,184	1,750,277	2,095,277
Revenues:			
Transfer from Other Funds	345,000	345,000	645,000
<b>TOTAL RECEIPTS</b>	<b>345,000</b>	<b>345,000</b>	<b>690,000</b>
<b>RESOURCES AVAILABLE</b>	<b>5,336,184</b>	<b>2,095,277</b>	<b>2,785,277</b>
Expenditures:			
Capital Outlay	3,585,907	0	
<b>TOTAL EXPENDITURES</b>	<b>3,585,907</b>	<b>0</b>	<b>0</b>
<i>Unreserved Fund Balance, December 31</i>	1,750,277	2,095,277	2,785,277

**ST FUND - ORGANIZATIONAL FUNDING**

<b>ST - ORGANIZATIONAL FUNDING</b>	<b>2016 Actual</b>	<b>2017 Budget or Estimate</b>	<b>2018 Budget</b>
<i>Unreserved Fund Balance, January 1</i>	198,130	119,353	115,048
Revenues:			
Non-Govt Grants	150,340		
Sale of Labor and Material	46		
Transfer from CVB		85,430	
Transfer from General Fund			93,000
Transfer from Other Funds	795,340	710,000	710,000
<b>TOTAL RECEIPTS</b>	<b>945,726</b>	<b>795,430</b>	<b>803,000</b>
<b>RESOURCES AVAILABLE</b>	<b>1,143,856</b>	<b>914,783</b>	<b>918,048</b>
Expenditures			
Personal Services	76,125	83,635	92,155
Adj current salaries mid year + proposed raise			2,520
Contractual	689,806	713,600	713,600
Commodities	5,655	2,500	1,400
Capital Outlay	252,917	0	
<b>TOTAL EXPENDITURES</b>	<b>1,024,503</b>	<b>799,735</b>	<b>809,675</b>
<i>Unreserved Fund Balance, December 31</i>	119,353	115,048	108,373

**Sales Tax Projects-Events Fund**

<b>Sales Tax Projects-Events Fund</b>	<b>2016 Actual</b>	<b>2017 Budget or Estimate</b>	<b>2018 Budget</b>
<i>Unreserved Fund Balance, January 1</i>	104,562	10,812	
Revenues:			
Contributions & Donations	0	225,000	0
Transfer from Other Funds			
<b>TOTAL RECEIPTS</b>	<b>0</b>	<b>225,000</b>	<b>0</b>
<b>RESOURCES AVAILABLE</b>	<b>104,562</b>	<b>235,812</b>	
Expenditures			
Contractual	93,750	0	0
Capital Expenditures	0		
<b>TOTAL EXPENDITURES</b>	<b>93,750</b>	<b>0</b>	<b>0</b>
<i>Unreserved Fund Balance, December 31</i>	10,812	235,812	

## Water Park Construction Fund

Water Park Construction	2016 Actual	2017 Budget or Estimate	2018 Budget
<i>Unreserved Fund Balance, January 1</i>	2,399,857	243,663	
Revenues:			
Interest			
Transfer from Depreciation & Replacement Fund	3,499,187		
Bond Proceeds	0		
<b>TOTAL RECEIPTS</b>	<b>3,499,187</b>	<b>0</b>	<b>0</b>
<b>RESOURCES AVAILABLE</b>	<b>5,899,044</b>		
Expenditures			
Engineering & Design			
Contractual	2,559		
Commodities	216		
Capital Expenditures	5,652,606		0
Cost of Issuance	0		
<b>TOTAL EXPENDITURES</b>	<b>5,655,381</b>	<b>0</b>	<b>0</b>
<i>Unreserved Fund Balance, December 31</i>	243,663		

## DEBT SERVICE ACCOUNT

### ACCOUNT DESCRIPTION

In June of 1998, two series of Revenue Bonds were issued to fund the construction of projects voted on by the citizens of Dodge City. Series A was issued in the amount of \$6,000,000 was issued to fund the construction of a fourplex softball complex, updates to the Cavalier Field baseball complex located behind Sheridan Activity Center, construction of soccer fields, addition of air-conditioning and mechanical and other updates to the Civic Center and updates to other baseball/softball fields in the community. Construction is complete on all of these projects. The Series A Revenue Bonds were paid off early when the new revenue bonds to fund the Special Events Center were issued.

Construction of the Motor Sports Complex was completed in 2000 and the bonds issued for financing the project were paid off in 2008.

New Revenue Bonds were issued in 2009 to fund the Special Events Center. The Revenue Bond was issued in the amount of \$40,300,000. A reserve fund and debt service fund was required to be set up.

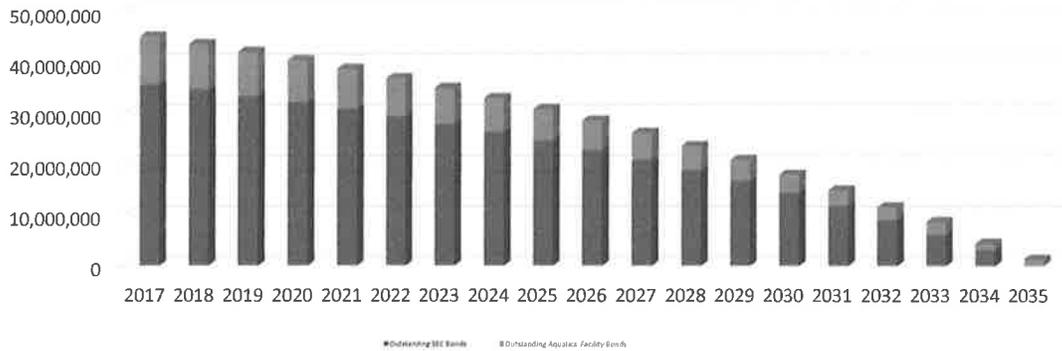
This account services the payment of annual principal and interest payments for those revenue bonds.

SEC Revenue Bond Fund	2016 Actual	2017 Budget or Estimate	2018 Budget
<i>Reserve for Debt Service</i>	1,160,775	1,400,406	
<i>Bond Reserve</i>	3,458,846	3,468,848	
Revenues:		Non Budgeted	
Investment Earnings	67,661	Fund	
Other Financing	1,021,091		
Transfer from Other Funds	2,346,158		
<b>TOTAL RECEIPTS</b>	<b>3,434,910</b>	<b>0</b>	<b>0</b>
<b>RESOURCES AVAILABLE</b>	<b>8,054,531</b>		
Expenditures			
Debt - Principal	890,000		
Debt-Interest	2,295,278		
Debt Service Fees	0		
<b>TOTAL EXPENDITURES</b>	<b>3,185,278</b>	<b>0</b>	<b>0</b>
<i>Reserved Fund Balance, December 31</i>	4,869,254		

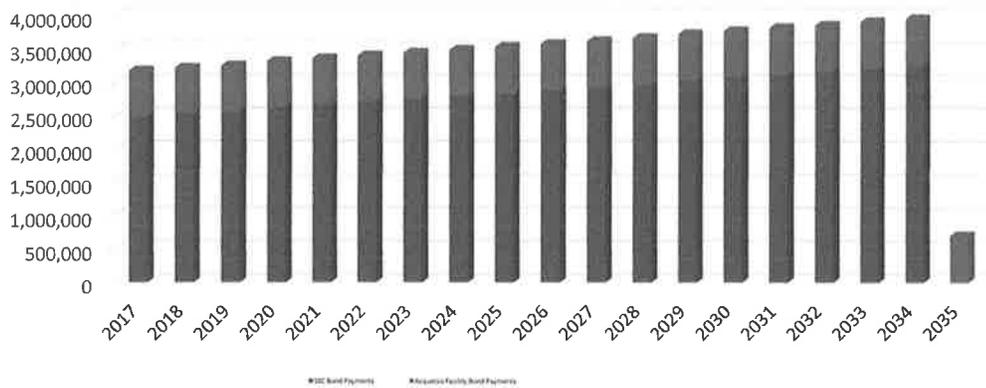
<b>Water Park Revenue Bond Fund</b>	<b>2016 Actual</b>	<b>2017 Budget or Estimate</b>	<b>2018 Budget</b>
<i>Reserve for Debt Service</i>	298,256	248,744	
<i>Bond Reserve</i>	694,336	699,991	
Revenues:		Non Budgeted Fund	
Investment Earnings	26,766		
Transfer from Other Funds (for Debt Serv Pmts)	619,977		
Transfer from Other Funds (for Reserve Fund)			
<b>TOTAL RECEIPTS</b>	<b>646,743</b>	<b>0</b>	<b>0</b>
<b>RESOURCES AVAILABLE</b>	<b>1,639,335</b>		
Expenditures			
Debt - Principal	355,000		
Debt-Interest	335,600		
Debt Service Fees	0		
<b>TOTAL EXPENDITURES</b>	<b>690,600</b>	<b>0</b>	<b>0</b>
<i>Reserved Fund Balance, December 31</i>	<i>948,735</i>		

The graphs depict the annual payments as well as the outstanding bond amounts in future years.

Sales Tax Revenue Bonds Outstanding



Sales Tax Revenue Bond Payments



## DEPOT

The City took over the operation of the Depot in 2015. Previously, the Depot received the funding from the Sales Tax Project Fund "Organizational Funding" and the Depot Theater Company personnel operated the depot. The funding continues to come from the Sales Tax Project Fund and it was written into the Interlocal Agreement between the City and the County that the Depot would be a priority funding project. The City of Dodge City now operates the Depot.

Depot	2016 Actual	2017 Budget or Estimate	2018 Budget
<i>Unreserved Fund Balance, January 1</i>	39,081	132,760	127,895
Revenues:			
Insurance Recoveries	6,479		
Transfer from Organizational Funding Account	250,000	250,000	250,000
<b>TOTAL RECEIPTS</b>	<b>256,479</b>	<b>250,000</b>	<b>250,000</b>
<b>RESOURCES AVAILABLE</b>	<b>295,560</b>	<b>382,760</b>	<b>377,895</b>
Expenditures			
Personal Services	38,069	53,065	53,495
Adj current salaries mid year + proposed raise			1,250
Proposed Raise			840
Contractual	90,285	129,500	114,850
Commodities	34,446	17,300	20,000
Capital Outlay	0	55,000	38,000
<b>TOTAL EXPENDITURES</b>	<b>162,800</b>	<b>254,865</b>	<b>228,435</b>
<i>Unreserved Fund Balance, December 31</i>	<i>132,760</i>	<i>127,895</i>	<i>149,460</i>

PROUDLY MANAGED BY



## **2018 Business Plan**

4100 West Comanche  
Dodge City, KS 67801  
(620)-371-7390

[www.unitedwirelessarena.com](http://www.unitedwirelessarena.com)

**Information Regarding  
United Wireless Arena & The Boot Hill Casino Conference Center  
Business Plan**

This Business Plan contains information regarding the current and planned operations and business of United Wireless Arena & The Boot Hill Casino Conference Center. This Business Plan has been provided to the recipient solely for the purpose of assisting with the implementation of this business plan in accordance with procedures established by VenuWorks of Dodge City, LLC. The information in this plan should be considered proprietary information, however, it is a public record.

This Business Plan has been prepared by VenuWorks of Dodge City, LLC on the basis of internally prepared information, as well as information from public and private sources, including trade and statistical sources commonly used in the industry.

The projected information contained herein was prepared expressly for use herein and is based upon the stated assumptions and the VenuWorks analysis of information available at the time that this Business Plan was prepared. There is no representation, warranty, or other assurance that any of the projections set forth herein will be realized.

Any questions regarding the facilities should be directed to the following representatives named below.

**Christopher Ragland**  
Executive  
Director  
(620)-371-7390

**John Siehl**  
Chief Operating  
Officer  
(937)-823-3969

**Amanda Nufer**  
Director of Finance  
& Administration  
(620)-371-7805

**VenuWorks of Dodge City, LLC**  
4100 W. Comanche  
Dodge City, KS 67801  
(620)-371-7390  
[www.unitedwirelessarena.com](http://www.unitedwirelessarena.com)

## **Executive Summary**

United Wireless Arena & The Boot Hill Casino Conference Center are Southwest Kansas' premier sports, entertainment, and conference centers. United Wireless Arena & The Boot Hill Casino Conference Center operate within the highly competitive conference, entertainment and meeting industry.

Located in Dodge City, Kansas, United Wireless Arena & The Boot Hill Casino Conference Center opened to the public on February 17, 2011. The facility has seen a wide variety of major touring shows and increased meeting/conferences in its six years of operation. With the guidance of the City of Dodge City and Ford County, the venue has become a formidable competitor as a regional destination with a reputation of first-class quality service and high value in the products delivered. VenuWorks is continuously exploring opportunities to meet the needs of all clients in a competitive environment. With a dedicated staff of professionals whom are empowered to make every event the best possible experience for all of the venue guests, United Wireless Arena & The Boot Hill Casino Conference Center are positioned to maintain current clients and attract new ones for years to come.

As we evaluate the regional facilities and industry trends, we see there are continued opportunities for United Wireless Arena & The Boot Hill Casino Conference Center. Southwest Kansas is a vibrant area and Dodge City has established itself as a regional hub for surrounding communities. Coupled with a first-class facility and an established facility built to serve our residents and visitors alike, United Wireless Arena & The Boot Hill Casino Conference Center fill a much needed niche in regional entertainment, sports, and meeting needs. As one of the newest in a large number of regional facilities, we are establishing ourselves to grow our position within Kansas as a destination for conferences and national touring shows.

The objective of this Business and Marketing Plan is to continue to increase and diversify the event load for the entire venue. This objective will increase revenues for the facilities and it will ensure that United Wireless Arena & The Boot Hill Casino Conference Center are able to realize the economic impact goals for the area. In order for the facilities to remain viable for the foreseeable future, we are continuously exploring new revenue opportunities and ways to be more efficient.

### **Food and Beverage**

With food and beverage operations part of our in-house operation, we have established not only a great revenue center, but have put United Wireless Arena & The Boot Hill Casino Conference Center management in control of the quality and presentation provided. Our six years of operation have received wonderful feedback on food quality, selection, and client satisfaction. While our efforts in providing a great product have been well received, we continue to improve our sales efforts to attract more business, be more competitive, and make available the arena and conference facilities and services to more people. More people create more business, more visitors to the Dodge City area, and continued improvement to our bottom line. While we have seen growth in all areas of sales, we will continue to evaluate and rework menus and offerings to meet the changing needs of the customers of the facilities. We look to maintain and grow the level of quality of food and service at United Wireless Arena & The Boot Hill Casino Conference Center. By doing so, our vision is to set the bar high for the entire region as we continue to strive for excellence.

### **The Boot Hill Casino Conference Center**

The Boot Hill Casino Conference Center's design, layout, and location in Dodge City provides great sales and event possibilities that are only limited by the imagination. Because the Conference Center is available to use multiple space configurations, it has grown in demand and event load over the years since opening. Being directly attached to the arena allows for combined efforts and expanded exhibit spaces. We will continue to pitch multi-day events and regional events as well as take advantage of Arena events and related space needs such as quinceaneras. We have also partnered with the Boot Hill Casino & Resort, not only with Naming Rights for the Conference Center, but also in offering concerts on a smaller scale to be held in the Conference Center, and have had Dinner Show type events called the Dodge City Supper Club monthly, as event loads allow.

We are proceeding with updated sales material to provide individual packaged products to make the sales and purchasing process easier. We are also evaluating the physical structure of the facility to improve our sellable space and to be able to accommodate the requests for larger weddings and meeting functions. We continue to better utilize our mezzanine/club level area of the arena increasing usage of that space. We have also started using the Event Garden separating the Conference Center from the Casino for weddings, smaller get-togethers and a weekly concert series during the summer.

United Wireless Arena & The Boot Hill Casino Conference Center is now in a much better position to attract regional and even national events and we have become more aggressive to capitalize on future efforts. We continue to work with the CVB and area hotels to increase availability of room inventory necessary for larger, multi-day conventions and conferences. In March 2015 the Arena and Conference Center hosted the National Mennonite Conference. This Conference spanned three days and had a total attendance of 4,100. As part of this Conference, our Food & Beverage department provided four meals to an average of 1,400 people each meal. This National Conference has already requested we hold space for them for their 2019 Conference. The Kansas Sheriffs Association held their annual conference here in 2014 and again in 2016. The KSA Conference has an average attendance of 200 people each day for 4 days. We have been in talks with the Association about having the conference here in Dodge City every other year for the next 10 years. We are actively combining sales efforts with the CVB staff, and the growth of long-range bookings will secure our business model for the Conference Center. As an example, we worked closely with all the stakeholders to ensure the success of the Kansas Recreation and Parks Association Conference in April 2016. The event was a success and the planners have noted that they would like to see the conference return to Dodge City.

The Naming Rights for The Conference Center had been an issue during 2014 and 2015. Effective May 2016, the Naming Rights were contracted out to the Boot Hill Casino & Resort for 10 years. This partnership will allow the two entities, with buildings attached by the breezeway, to work closer together to bring more entertainment and meetings to Dodge City.

### **United Wireless Arena**

The last seven seasons of events has continued to establish event history at the United Wireless Arena, creating a track record for regional, national, and family show promoters. This is instrumental when establishing our venue as a viable, regional facility. We will continue to diversify our events for economic and public relation benefits working to bring more event activity to Southwestern Kansas.

The indoor football team, the Dodge City Law, which utilized office space in the arena as well as played all their home games in the Arena, finished the 2017 season number 1 in their division. But due to the cost of running the team and other issues, the team did not renew their affiliation with the CIF League and has left the Arena and Dodge City. The Arena will continue to look for an indoor football team for the 2019 season. The Arena hosted the Dodge City High School TOC basketball tournament as well as the SPIAA basketball tournament again in 2017, and look forward to hosting each again in 2018. We hosted our third State Basketball Tournament in March 2017 with the Division 2, 1A State Tournament. Our Food & Beverage department catered both hospitalities for both Tournaments and received great reviews. We look forward to hosting this event again in the future. We will once again host the Gunsmoke Wrestling tournament as well as the USA Wrestling tournament, which bring in kids from all over Kansas and a 7 state region to compete. We will continue to pursue events such as high school tournaments, collegiate tournaments, and exhibition games / matches.

For the concert fans, we will continue to build on the events that we have hosted at United Wireless Arena. We have worked hard to establish our relationships with regional and national promoters and agents as well as continuing to purchase events when appropriate. With the support of VenuWorks Events & Entertainment Division and the City "Entertainment Fund", we will collectively look at the best opportunities and work to influence more show activity at the facility.

Diversity will be important in the types of events and we will try to influence routing and booking patterns to draw artists and sell tickets. Increased competition by regional casinos, outdoor festivals, and other regional facilities will continue to have an impact on our concert bookings. We have realized some successes with comedy tours, country, rock and Christian acts, and we will continue our efforts to appeal to all genres and to all tastes.

We will also continue to work to inform, educate, and develop the regional ticket buyer to improve the overall attendance at our events.

## **Events Center Snapshot**

The following is a snapshot of the setup and projected structure of United Wireless Arena & The Boot Hill Casino Conference Center as it relates to governance, staffing, rates, and booking guideline.

### **A. CITY OF DODGE CITY & FORD COUNTY**

United Wireless Arena & The Boot Hill Casino Conference Center directly reports to the City of Dodge City. The City of Dodge City supplies information to Ford County Officials.

PROUDLY MANAGED BY



### **B. VENUWORKS, INC.**

VenuWorks, Inc. has been retained by the City of Dodge City & Ford County to provide ongoing management for the United Wireless Arena & The Boot Hill Casino Conference Center. The original management agreement contract commenced on January 1, 2011 and was renewed to continue through December 31, 2019.

## VenuWorks of Dodge City, LLC 2018 Business Plan

VenuWorks will continue to use its management, marketing, programming, and operational services to maximize the utilization of the Events Center. VenuWorks develops the operating budget with approval by the City Manager, provides monthly status and financial reports to the City, and provides an annual business marketing plan and annual financial report.

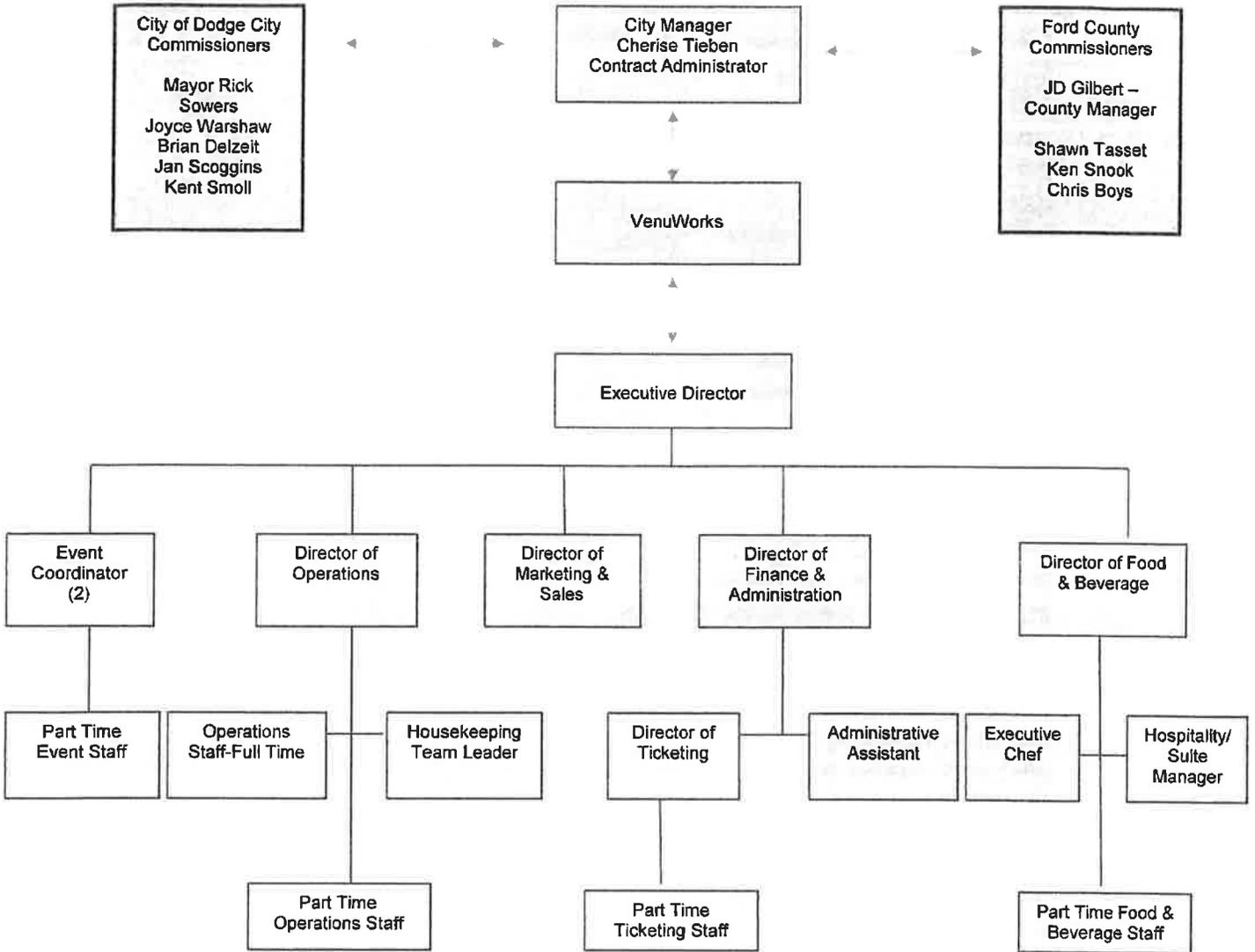
VenuWorks corporate office, located in Ames, Iowa, provides on-going support through site visits throughout the year, monthly booking and marketing calls and weekly scheduled phone calls between Executive Director and VenuWorks Regional VP.

### **C. UNITED WIRELESS ARENA & THE CONFERENCE CENTER**

Below is a layout of the current organization chart at United Wireless Arena & The Boot Hill Casino Conference Center as it relates to on-site VenuWorks Staffing. As our event load grows in the future, we will add staff as necessary.

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**VENUWORKS OF DODGE CITY, LLC  
UNITED WIRELESS ARENA AND THE BOOT HILL CASINO CONFERENCE CENTER  
ORGANIZATIONAL CHART**



## D. 2017 ACCOMPLISHMENTS ARENA

Entertainment Events including:

2017.01.06 DCHS vs Cimarron  
2017.01.13 Hairball Concert  
2017.01.19-21 TOC  
2017.01.23-28 SPIAA  
2017.02.07 Harlem Globetrotters  
2017.02.25 Newsboys  
2017.03.04 DC Law vs Duke City  
2017.03.08-11 State 1A Div 2 Basketball  
2017.03.25 DC Law vs Salina  
2017.04.01 DC Law vs Dallas  
2017.04.15 DC Law vs Wichita  
2017.04.28 Los Tigres del Norte  
2017.04.29 Kenny Rogers  
2017.05.13 DC Law vs Duke City  
2017.05.20 DCHS Graduation  
2017.05.27 DC Law vs Texas Revolution  
2017.06.02-4 USA Wrestling  
2017.07.07 Lee Brice with Easton Corbin  
2017.07.30 Bites & Brews-Dodge City Days  
2017.08.27 Tim Hawkins  
2017.09.04 Carden Circus

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2017.09.08 Jake Owen  
2017.09.16 Ron White  
2017.09.24 Matthew West  
2017.10.20 KANSAS  
2017.11.04 Jay Owenhouse Illusionist  
2017.10.01-12.31 Youth Hockey  
2017.10.01-12.31 Public Skating  
2017.12.02 United Wireless Skate Day  
2017.12.10 Wynonna Judd

ATTACHED IS A FULL LIST OF CONFERENCE CENTER EVENTS HELD IN 2017 (as of 9/1/17)

HIGHLIGHTS:

- 260 events with 287 event days (as of 9/1/17)
- 438 events with 522 event days in 2016
- Hosted the Tournament of Champions for the 6th year. Will be returning in 2018
- Hosted the SPIAA Basketball Tournament for the 6th year. Will be returning in 2018
- Hosted a Speaker as part of the SPIAA Tournament. 1500 area students attended
- DC Law Indoor Football team fourth year with 6 Indoor Football games.
- 3rd year hosting the 1A Division II state basketball tournament. Will be returning in 2018, with dates on hold for, 2019, 2020 and 2021.
- Expanded opportunities and times for Public Ice Skate
- Location for Youth Ice Hockey League
- Hosted the Chamber Banquet for the 6<sup>th</sup> Year
- Hosted the Young Guns Awards Banquet for 2<sup>nd</sup> Year. Average of 600 attendees
- Worked with local businesses for meetings/banquets with numerous repeat clients.
- Prepared and submitted bids for 2017 and beyond for conference and conferences that will have major hotel and space needs and produce a large economic impact for the area.
- Staff participated in the Dodge City Days Parade, Parade of Lights and Chili Cook-off
- 2<sup>nd</sup> Annual Bridal Expo held in the Conference Center
- Host Site For State Conventions
- Host site for the Kansas State AA Convention-will return in 2018
- Host site for the Kansas Natural Resources Coalition Conference
- Hosted the Regional AMBUCS Conference
- Hosted the League of Municipalities Conference for the state of Kansas
- Hosted the Kansas State Register of Deeds Conference
- Hosted the annual State of the City and State of the County addresses.
- Hosted the Kansas State Dialogue Conference.
- Hosted the Kansas Podiatric Medical Association Conference.
- Hosted the Kansas Respiratory Care Conference for the 4<sup>th</sup> year.
- Hosted the Local Latina Outreach and Leadership Conference for the 4<sup>th</sup> Year.
- Partnered with the 3i Show as the Volunteer sponsor-Hosted the Volunteer Appreciation Banquet.
- Site for the USA Wrestling tournament, a national tournament for youth wrestlers. Will be returning in 2018
- Continue to be a site for wedding receptions and class reunions.
- Partnered with Boot Hill Casino & Resort-Hosted various employee and VIP Parties
- Site for the Kansas Department of Agricultural Economics Convention, Kansas Corn Growers Annual Meeting, Kansas Wheat Growers Annual Meeting, Kansas Society of Farm Managers Annual Meeting, Kansas Bankers Association meeting, as well as many insurance update meetings for regional agents.

## **E. 2017 PROGRAMMING AND SALES EFFORTS**

Our efforts in 2018 will focus on the following items:

- United Wireless Arena hosted a Professional Indoor Football team in 2014, 2015, 2016 and 2017. The team left the CIF League at the end of the 2017 season and decided to fold the

## VenuWorks of Dodge City, LLC 2018 Business Plan

team. The Arena will actively work with the CIF League in 2018 to obtain a tenant team for the 2019 season.

- We will continue our sales efforts in booking meetings, conferences, weddings, consumer shows, and banquets. Whether in conjunction with the Arena floor space or not, we will improve our usage of the conference center space. We will continue our sales efforts with Dodge City CVB on long-term bookings and improve our offerings and packaging as it relates to weddings, banquets, and conferences. We have established a tremendous reputation for food and beverage and will maintain and grow that area as to supplement our sales efforts.
- United Wireless Arena & The Boot Hill Casino Conference Center will continue to seek out and bid on larger, multi-day regional conferences for the years 2018 and beyond and work to capture the current bids that have been given for long term events. This will take a concerted effort to garner the full cooperation of the Hampton Inn. The booking policy of the facility allows for priority booking of multi-day conferences/conferences exclusively 18 months out.
- We will continue to actively promote the Arena side of the facility to national agents, independent promoters, and to cultivate new promoters within the region. We have had both challenges and successes with the events held so far and will continue to court those promoters to bring back more events. We have made progress with family touring shows and will continue to foster these relationships with positive, profitable engagements in the upcoming year. In addition, we worked with the City to help establish an "Entertainment Fund" in 2013 that affords the facility additional leverage to work with agents and better negotiate or outright buy talent for self-promoted events. The first use of the fund was utilized to book Alan Jackson for a show February 27, 2014. In addition, the fund was utilized to book Dwight Yoakam in November 2013, Gabriel Iglesias in January 2015, Boston in August 2015, Rascal Flatts in March 2016, Pepe Aguilar in August 2016, Rascal Flatts in March 2017, Lee Brice in July 2017 and Jake Owen in September 2017. By replenishing the fund at the beginning of each fiscal year, the City has increased the potential of hosting more events than standard promoter agreements would allow.
- A concerted attempt will be initiated to increase the diversity of programming at all our facilities. With the addition of Curtis Ray to the staff in December 2014 as Event Coordinator, we hope to branch out into the Hispanic market by booking events with a Hispanic theme or note. This process has started in 2015 with the booking of two boxing events in The Conference Center. 2016 saw the booking of Pepe Aguilar, the Arena's first "A-list" Hispanic concert. MMA fights also came to the Arena in 2016. Los Tigres del Norte played at the Arena in April 2017 and another MMA fight has been booked for October 2017.
- United Wireless Arena & The Boot Hill Casino Conference Center will work to create and host home-grown events at and around the facility. By utilizing our location, our staffing, and equipment, we will work to create some home-grown events that will help fill the slower summer months when most artists go outdoors to fairs and festivals. In 2017 we hosted the First Bites and Brews event in conjunction with Dodge City Days. The event was an official Dodge City Days event and we look to expand it in future years. We have also started to branch out with our Supper Club themed dinners in The Conference Center. 2016 also saw the start of a partnership between the Arena and the 3i show with a trade of advertising during the show for the Conference Center hosting the volunteer appreciation dinner after the show.

## VenuWorks of Dodge City, LLC 2018 Business Plan

This partnership has continued in 2017 and expanded, with the Conference Center hosting the 3i Show Vendor Reception. We will continue to look at more local events in 2018 as well as fostering partnerships with local businesses in these homegrown events.

- We will continue to work with local groups and organizations looking to grow their current events or begin new ones.
- We will also continue to monitor and control our expenses to make sure we work towards our financial goals for 2018.
- United Wireless Arena & The Boot Hill Casino Conference Center will continue to support and assist Dodge City High School and the Southern Plains Iroquois Athletic Association toward their goals in the presentation of successful sporting events. We will continue to pursue State and Regional sporting Tournaments / Events which will positively impact the Economies of Dodge City and Ford County.

### **F. APPROACH TO MARKETING**

- One day at a time: We will continue to actively promote the use of the conference center facilities to local and regional users with a focus on the one-day event. Functions such as wedding receptions, holiday parties, corporate retreats & training, and other various single day events keep the conference center active with a majority of the revenue coming from the catering side of the business. We will improve and produce specific sales pieces and market directly to attract these types of events.
- Larger regional approach: Where possible, we will work to grow our market by including and involving the regional cities and outlying markets. This is an area we are striving to improve upon and need to be aggressive in finding a way to reach the people in these markets. We cannot rely just on Dodge City to support our events. In 2017 we continued focusing on a 40 county marketing target to include Western Kansas and Northern Oklahoma. We will continue to expand our reach in the years to come. Digital signage has been obtained in Dodge City, Garden City, Liberal and Woodward in 2015 and will continue to be utilized in 2018. We have worked out a marketing deal with Luminous Neon and obtained a Billboard on Highway 50 in North Dodge City. We will promote shows throughout the year with this billboard.
- Dodge City CVB & Dodge City Area Chamber of Commerce: United Wireless Arena & The Boot Hill Casino Conference Center will work with Dodge City CVB and the Chamber to aggressively seek out new business opportunities utilizing established relationships.
- Governmental agencies: Dodge City has become a regional hub for goods, services, and agencies for Southwest Kansas. United Wireless Arena & The Boot Hill Casino Conference Center will take advantage of previous success and those synergies to attract more government based meetings and trainings. The State of Kansas has held successful meetings at the United Wireless Arena and The Boot Hill Casino Conference Center. This has opened up doors for other state agencies to hold their meetings here. The KRPA (Kansas Recreation and Parks Association) as well as the Kansas Sheriffs Association Conferences were held in 2016.

## VenuWorks of Dodge City, LLC 2018 Business Plan

- Book shows, sell tickets: Marketing focus will be in selling more tickets to events in 2018. Through a variety of channels, United Wireless Arena & The Boot Hill Casino Conference Center will work with promoters and pursue minimal risk events to more effectively market shows to the large target area in and around Dodge City. With the population in the region spread over a wide area, it is a challenge to effectively reach potential ticket buyers in the most cost efficient manner. Gathering information on buying habits, listening and reading habits, and the desired entertainment genres of the population will help to make those incoming promoters want to return. Utilizing social media, our website and customer satisfaction surveys will be key to gathering this information. We work with TicketMaster and have improved our abilities through technology improvements and will continue to look at our distribution capabilities to see what we can improve. We will continue our partnership with United Wireless to make tickets accessible in outlying communities including Garden City, Liberal and Greensburg. We will look into expanding that accessibility into more Western Kansas areas. For the Pepe Aguilar show we utilized 5 ticket outlets in Dodge City, Garden City, Great Bend, Liberal and Ulysses. For the Los Tigres show we utilized 3 outlets in the Dodge City, Liberal and Garden City markets. We will continue to look at each show to see if outlets provide a viable option for ticket sales.
  - Cater to the local population: We continue to engage the core population base to include them in United Wireless Arena & The Boot Hill Casino Conference Center activities to sustain the pride in their facilities.
  - Partnership with Boot Hill Casino & Resort: Throughout 2013, 2014, 2015, 2016 and 2017 United Wireless Arena & The Boot Hill Casino Conference Center has worked with the Casino to attract meetings and concerts/trade shows that benefit both marketing goals and bring more tax dollars to the community. We partnered in 2014 on the Highwaymen Show over Memorial Day weekend and an Elvis show over Labor Day weekend. Both were successful shows. The cooperation relationship continued in 2015 with another Elvis show and VIP parties. In 2016 the Casino agreed to Naming Rights for the Conference Center. Part of this agreement will allow for events to take place in the Conference Center and be hosted by the Casino in an effort to bring more entertainment options to the area. This relationship will continue to be fostered in 2018 and beyond.
- 
- Our partnership with United Wireless was expanded in 2017. The contract for naming rights was set to expire in 2020. United Wireless approached us and proposed expanding the contract to 2026. This partnership remains strong and we hope to keep expanding it through 2018 and beyond.
  - Social Media: In addition to our Facebook page, Twitter page, Instagram page, we also launched a mobile app that will allow us to push notifications for show announcements and updates to subscribers of the app. We have also experimented with YouTube advertising for larger shows and hope to master this avenue in 2018.
  - In late 2017 and early 2018 the Arena and Conference Center will be revamping our website, making it more user friendly and user attractive. This has been an ongoing process since the launch of the new site in 2014.

## VenuWorks of Dodge City, LLC 2018 Business Plan

- In 2015 VenuWorks completed negotiations with several national ticketing companies regarding our national ticketing agreement. The process was very competitive, and ultimately TicketMaster submitted a proposal that surpassed their competitors, and even our own expectations. We were able to secure a deal that will net United Wireless Arena 40% of all service fees and per order processing fees. In addition, there will be no "inside charges" that independent facilities are often forced to pay, and there will be no cost for TicketMaster's world renowned marketing expertise or their Mail Manager System. Corporately, VenuWorks is restructuring to focus more of our efforts on utilizing the market analytics available through TicketMaster. VenuWorks will create the role of Chief Marketing Officer and coordinate resources towards our digital marketing plan, which ultimately will sell more tickets for all of our managed venues.

Perhaps more exciting than the immediate financial impact of our new ticketing agreement, is the opportunity VenuWorks has to partner with Live Nation, the world's largest presenter of live entertainment events. Specifically, in an effort to drive more programming into VenuWorks facilities, Live Nation has committed to the following steps:

- Designate a national point person as the liaison for VenuWorks corporate booking staff.
- Host a bi-weekly conference call for VenuWorks booking staff focused on sharing relative programming information.
- Conduct quarterly meetings, with representation from key Live Nation Market Presidents, to discuss the programming of VenuWorks facilities.
- Host a meeting for VenuWorks executive staff on an annual basis in Los Angeles to review the prior years' programming results and the upcoming year's programming opportunities & strategy. This meeting will include at least one of the Co-Presidents of North American Concerts along with representation from Live Nation's Touring Division.

We are very excited about this partnership and the booking advantage it will provide for each of our managed facilities, regardless of market size. It is an opportunity that is only made possible by bundling the ticketing and booking capacity of all VenuWorks managed facilities, and we are confident it will have a positive financial impact on all of our venues.

Corporately, VenuWorks has initiated a program of regional booking groups that will focus our efforts on buildings with similar scope and geographic locations. United Wireless Arena will be included with similar arenas in an effort to encourage the best possible routing scenarios, and lowest possible artist fees.

Because of this agreement, United Wireless Arena was able to bring the CMT Tour with Thomas Rhett and Brett Eldridge to Dodge City in 2015.

- Third Party Efforts: New Boston Creative Group, a creative marketing group was consulted in 2016 and conducted a Discovery Project to evaluate our current marketing efforts and offer suggestions as to how we can improve our marketing reach. The results of this Project reflected our current efforts well. We will continue in the direction we are heading as a result.

## **G. MARKETING PLAN**

- United Wireless Arena & The Boot Hill Casino Conference Center Advertising:

## VenuWorks of Dodge City, LLC 2018 Business Plan

- Along with the Naming Rights agreement with Boot Hill Casino, advertising for certain shows will be included on Casino mailers, website, radio ads, etc. This will allow the Arena to reach a wider population of people when marketing shows.
  - Midwest Meetings Trade publication
  - Venues Today magazine
  - Regional News Papers
  - Regional Radio
  - Oklahoma and Colorado markets as we see our demographics grow there
  - United Wireless Arena Website-updated in 2014. Planned revamp in 2018.
  - Email blasts
  - Facebook/LinkedIn/Twitter/Instagram
  - Mobile App
  - Southwest Kansas Faith and Family
  - Dodge City Chamber Newsletter
  - LEGEND magazine of Southwest Kansas
  - Dodge City Days Guide
  - Pollstar National Magazine
  - Billboard AudArena Guide
  - IAVM Venue Connect Issue
  - Facilities Magazine Super book, Booking Guide and Facilities/Destinations
  - Meetings MidAmerica – Midwest Spotlight
  - ASAE association executives planning guide
  - High Plains Journal weekly magazine
  - Digital Billboards in Garden City, Dodge City, Liberal, Great Bend and Woodward
- Professional Memberships and Networking
    - Maintain professional industry memberships and attend monthly/bi-monthly/quarterly meetings and special events for networking opportunities and industry information. The membership includes the follow:
    - Dodge City Area Chamber of Commerce
    - Dodge City Sports Commission
    - Garden City Chamber of Commerce
    - international Association of Venue Managers (IAVM)
    - International Association of Entertainment Buyers (IEBA)
    - Dodge City Convention and Visitors Bureau
    - Tourism Promotion Area Meetings
- Tactics – Association, Government & Corporate/Social Markets
    - Direct Sales
      - Calls to local, regional, and statewide planners
      - Continue to work with the Dodge City Convention & Visitors Bureau to establish Dodge City as a destination city
      - Work closely with local vendors for referrals
      - Send comprehensive proposals when RFP process has been initiated for conventions working with CVB
      - Track leads using event management system
      - Follow up on all leads using tracking system
      - Follow up with clients after their event to re-book for future years

## VenuWorks of Dodge City, LLC 2018 Business Plan

- Network through current clients for additional business
- Review files and lost business for new leads
- Sales Trips
  - Conduct regional sales calls in the following areas
    - Dodge City
    - Garden City
    - Liberal
- Sales Missions
  - Make sales calls to businesses
  - We plan on approaching DC Law sponsors after the new year, once the bad press has died down with their leaving town.
  - Conduct five Site Tours a quarter
  - Self Promote Show opportunities
  - Self Promote summer festivals, home grown events
- Annual Conferences
  - Annual conferences bring increased revenue into the area that supports the local hotels, restaurants, and retail establishments. We will work with groups to establish Dodge City as the Annual conference destination
- Attend the following conferences & events
  - International Association of Venue Managers convention – July 2017/July 2018
  - Pollstar Annual Conference-February 2017/February 2018
  - IAVM-Venue Management School-June 2017/June 2018
  - EAMC-Event Arena Marketing Conference-June 2017/June 2018
  - VenuWorks annual meetings
  - Regional events / festivals
- Sales Objectives
  - Retain and sign current partners and sponsors to reflect 2018 value increases into their new contracts.
  - Pursue new partners and sponsors selling the remaining current inventory and creating new customized packages for larger sponsors.
- Profit Objectives
  - Analyze the true industry value of current inventory and adjust price accordingly.
  - Maintain integrity of inventory value and sell for appropriate price.
- Keys to Success
  - In order to meet the goals outlined in this marketing plan, it is important the marketing strategy does the following:
    - Continue to assess and utilize physical plant and equipment for cost savings
    - Assess current available signage and create attractive packaging to new sponsors and/or up-selling current partners and sponsors.
    - Continue to increase communication with Media to inform them of positive and ongoing projects that will benefit the community and increase the perceived value of both buildings.

## VenuWorks of Dodge City, LLC 2018 Business Plan

- Obtain new monies that may be available through local tax revenues to create, support and promote new major events.
  - Work to obtain state grant money availability to be used for needed improvements or promotion.
  - Increase signage, sponsorship, and suite value
- Promotions  
This past year we have had success promoting our buildings through promoter's dollars and thereby creating a strong local media relationship and keeping them informed. We have also found success with promoting specific building events especially at the United Wireless Arena. To communicate clearly with our community and region, it is important that we present a consistent marketing message between the different marketing channels. We will integrate our marketing communication in the following categories:
    - Advertising – In tandem with current promoter dollars, we have budgeted advertising dollars to promote the presence of the facilities and to advertise our own specific building events. We will be partnering with print, radio and television and internet on a number of activities.
    - Public Relations and Publicity – More News Releases will be sent on a monthly basis informing the media of how our ongoing activities will impact the guest experience.
    - Direct Marketing – A great deal of effort will come from the facility ticket office. This effort will look into creating a group sales network to inform and encourage spontaneous and easy ticket purchasing for large group companies. We have partnered with United Wireless and have sent out "text blasts" to United Wireless customers to promote special group sales opportunities. The Casino mailers and e-blasts for events are also effective marketing for events.
    - Promotions and Events – Partnering with local Radio and TV has been very limited. In most cases this is due to promoter wishes for concerts. We will attempt to offer the media a reward to their loyal listeners or viewers and will offer free or low package price to bring ticket buyers to our buildings.
    - Marketing Materials – A facility brochure and technical package has been developed for promoters. To better promote the rental of the buildings and to further the updating of our website, we have hired photographers to take specific photos of different concert set ups, sets, rigging, and lighting etc.
    - Online Advertising – We are using our own sites to promote events and offer information. We have advertised events on Facebook, YouTube and Twitter. Working with United Wireless we have pursued a cell phone internet texting opportunity that would promote an event. We have revamped our website with a new look that will make the site more appealing and user friendly. We have also created an App for smartphones that will have the United Wireless Arena at their fingertips.
    - Social Media promotions – We are currently utilizing Facebook and Twitter to hold ticket "giveaways" and foster more community involvement with our events. We have given away meet & greets through Facebook and Twitter and ticket giveaways. We will continue this process in the future, as social media seems to be the best avenue for this type of marketing. Our Facebook page reached 10,000 "Likes" in 2016. That number grew to 13,820 in 2017. We hope to grow that number into 2018.

## **H. BUSINESS OPERATIONS**

VenuWorks has obtained and will continue to maintain all licenses and permits necessary for the management and operation of United Wireless Arena & The Boot Hill Casino Conference Center, subject to the State of Kansas, Ford County, and the City of Dodge City's procedures (as applicable) for the granting of such licenses and permits. In addition, we are responsible for the collection of all revenues and payment of all operating expenses including payment and remittance of applicable sales taxes. United Wireless Arena & The Boot Hill Casino Conference Center maintains three separate commercial bank accounts, one for Operations, one for Box Office sales to hold escrow ticket sales and one for ATM machine transactions. These accounts are in the name of the City of Dodge City and utilize their federal identification number. Signatories include the Executive Director, Director of Finance and Director of Food & Beverage. The City Clerk also is included as a signatory. As appropriate and if available, these accounts are held in commercial interest-bearing money market accounts.

City of Dodge City has authorization at any time to obtain information and records from the bank concerning the above-mentioned accounts. The interest accrued in these accounts is be the revenue of the City of Dodge City and applied towards operation of the facilities.

VenuWorks maintains accounting records relating to United Wireless Arena & The Boot Hill Casino Conference Center using accounting practices in accordance with generally accepted accounting principles consistently applied. We will continue with our internal financial control policies and practices which are in accordance with generally accepted standards in the industry and acceptable to The City of Dodge City. The City of Dodge City has access to all accounting records and supporting documentation relating to the UWA/BHCCC during the term and any renewal term of the contract.

VenuWorks has purchased and continues to maintain adequate commercial general liability insurance including liquor liability insurance (as appropriate), to afford protection from claims arising out of incidents occurring at United Wireless Arena & The Boot Hill Casino Conference Center with limits of liability acceptable to the City of Dodge City and Ford County. VenuWorks also carries adequate workers compensation insurance, automobile liability insurance, umbrella and excess liability insurance, fire and extended insurance coverage for items of personal property, equipment, and fixtures, and crime insurance with limits acceptable to the City of Dodge City and Ford County. VenuWorks also requires event insurance be obtained for all events that are held in the Arena or Conference Center.

We also require subcontractors who perform work or services under this agreement to meet the same insurance requirements as required of VenuWorks. VenuWorks of Dodge City, LLC, the City of Dodge City, Ford County, United Wireless, BHCMC, LLC, their officers and employees will be named as additional insured on VenuWorks' and any subcontractor's policies and certificates of insurance. VenuWorks will also furnish UWA/BHCCC with certificates of insurance and a copy of our policies if requested. All insurance will remain in effect during the life of the contract.

VenuWorks will continue to manage the food and beverage operations in-house at United Wireless Arena & The Boot Hill Casino Conference Center. The philosophy behind this business decision is to maximize the revenue generated from this operation and return it to the facility rather than share it with an outside third party contractor. From a customer service standpoint, managing catering and concessions in-house allows VenuWorks to have much greater control

## VenuWorks of Dodge City, LLC 2018 Business Plan

and confidence in the quality of the products being served and in the quality of the service provided by its employees. VenuWorks may partner with 3<sup>rd</sup> party vendors to enhance operation if warranted.

**Published Conference Center/Arena Rack Rates (2018)**

	<u>Daily Rates</u>
½ Single	\$125.00
Single Room	\$200.00
Half of Conference Center	\$450.00
¾ Conference Center	\$675.00
Full Conference Center	\$900.00
Executive Meeting Rooms in Arena	
Jack Dalton Room	\$150.00
High Plains Journal Meeting Room	\$150.00
Club/Suite level concourse	\$300.00
Miscellaneous Charges	
Ice Time	\$250.00 per 90-minute use
Move-in Day	\$100.00 in addition to the above listed rent
Move-out Day	\$100.00 in addition to the above listed rent
Extra Hours	\$100.00 per hour
TULIP Insurance (estimate)	\$200.00

**Published United Wireless Arena Rack Rates 2018**

**Arena (Ticketed Event)**

Base Rent: \$5,000 minimum vs. 10% of Gross Ticket Sales (whichever is greater) + Reimbursed Event Expenses

Load-In/Load-Out/Rehearsal Days: \$1,500 + Reimbursed Event Expenses

Box Office Fee: \$300 minimum vs. 3% of Gross Ticket Sales

*(Gross Ticket Price includes all applicable sales tax, does not include facility fee)*

Facility Fee/Parking Fee: \$4.00 per ticket (Will be added to base ticket price)

**Arena (Non-Ticketed Event)**

Base Rent: \$3,500 per day + Reimbursed Event Expenses

Load-In/Load-Out Days: \$1,000 + Reimbursed Event Expenses

TULIP Insurance: estimate \$200

Box Office Fee: N/A

Facility Fee: N/A

Effective as of 1/1/2017. Prices subject to change without notice.

**EQUIPMENT RATE SHEET 2018**

10x14 Front Projector or Rear Projector Screen	\$50.00
2K Supertroopers (6 available) (operator separate charge)	\$150.00
Arena Clean Up Fee	\$1,000.00
Arena Set Up/Tear Down Fee (subject to change)	\$1,000.00
Bike Rack 8' Section	\$10.00
Booth 10'x10' W/Pipe and Drape {2} Chairs and {1} 8' Skirted Table (1)-110 v service	\$50.00 per booth
Carpet (per foot)	\$9.00
CD Player	\$25.00
Chairs**	\$1.00
Cocktail Table	\$5.00
Concert Barricade	\$150.00
Concert Stage 4'x8' Sections	\$8.00
Concert Stage 60'x40' Maximum Size	\$400.00
Conference Center Room set up fee**	\$50.00
Curtains Half House Coliseum Only	\$500.00
Dance Floor 30' x 30' Max.	\$200.00
Dry Erase Board	\$10.00
Easel	\$5.00
Flipchart	\$25.00
Flipchart Paper	\$25.00
Fork Lift (operator separate charge)	\$175.00
Hardwire Internet Connection-Arena	\$75.00
Hardwire Internet Connection-Conference Center	\$15.00
High Speed/ Special Drop	\$75.00
Laptop Computer	\$35.00
Laptop Powerpoint Clicker	\$5.00
Linens/Napkins (Black & White-non food event)**	\$2.00
Linens/Napkins (Colored)	\$7.00
Microphone, Hard Wired (with house sound)	\$10.00
Microphone, wireless or lapel (with house sound)	\$10.00
Photocopies	\$0.20 (b&w) \$0.50 (color)
Pipe and Drape- 3' High	\$6.00 per section
Pipe and Drape- 8' High	\$6.00 per section
Podium	\$10.00
Podium with corded microphone	\$20.00

VenuWorks of Dodge City, LLC 2018 Business Plan

2200 Lumen Projector	\$50.00
Projector Screen	\$50.00
Ribbon Board/Ad Panel (operator separate charge)	\$100.00
Riser (per 4' x 8' section)	\$8.00
Sound Board (operator labor extra)	\$50.00
Table 5' Round**	\$5.00
Table 8'**	\$5.00
Table Skirt & Linen (per table)**	\$6.00
Table Skirt 30" (per table)**	\$2.00
Telephone Conference Unit	\$25.00
TV/DVD Player	\$25.00
Video Board no live stream (DVD) (operator separate charge)	\$200.00
Wireless Internet Connection	\$15.00
Wireless Microphone (with house sound)	\$10.00
Changes (made day of event)	\$50.00

\*Tables, chairs and room set-up are included in Conference Center room rental rates

\*Black or white linens are included in the price of catering for Conference Center

Rates are based on upon equipment ordered and finalized two weeks prior to your event. Additional charges will be applied to equipment/changes ordered the day of your event.

Our facility will set up all equipment rented throughout the United Wireless Arena & The Conference Center;

however it does not include a technician during your event without additional charges.

You are welcome to bring in your own audio/visual equipment for your Conference Center event

Effective 1/1/2015. Prices subject to change without notice

**LABOR RATE SHEET**

Conversion Supervisor.....	\$16.00 per hour
Conversion Staff.....	\$13.00 per hour
Front of House Staff (ushers, ticket takers, greeters, receptionist).....	\$13.00 per hour
Event Operations (audio/visual techs, general oversight).....	\$16.00 per hour
Event Peer Security (door guards).....	\$16.00 per hour
Contracted Security.....	\$23.00 per hour
Event Custodial Attendants.....	\$13.00 per hour
Event Custodial Supervisors.....	\$16.00 per hour
EMT First Aid Attendants (2 required).....	\$75.00 per hour
Police.....	\$50.00 per hour
Video Display System Producer.....	\$50.00 per hour
Video Display System Control Crew.....	\$35.00 per hour
Video Display System Camera Operators.....	\$35.00 per hour
Electrician.....	\$45.00 per hour
Engineer.....	\$45.00 per hour
Arena House Sound & Lights Operator.....	\$20.00 per hour
Follow Spotlight Operators.....	\$20.00 per hour
Stagehands (Loader, Pusher, General Hand).....	\$24 p/h straight time
Stagehands (Riggers).....	\$44 p/h straight time
Forklift Operator .....	\$28 p/h straight time
<hr/>	
Coat Check Attendant (1=100 guests) .....	\$40.00 per event
Bartender.....	\$80.00 per 4 hour Event
Carver Service .....	\$40.00 per
Cake Service .....	\$50.00 per event
Hospitality Labor (events less than 25 people).....	\$50.00 per event

As of 1/1/2017. Prices subject to change without notice.

## I. Financial Operating Plan

The Financial Operating Plan for 2018 is attached in budget worksheet format. The operating plan encompasses the Business Plan into a financial plan with budget goals for both revenue and expenses.

The 2018 Financial Operating Plan for the year has total operating revenues of \$ 3,059,858 and projected expenses of \$ 3,916,981. This results in a net projected subsidy of (\$857,122). The budget is based on six full years of actual historical performance numbers. The FLSA increase to salaries nationwide will take effect in December 2016 and is reflected in our payroll budget starting 2017. Taken into account are the number of events increasing in 2017, based on the increase in Arena shows in 2015 and 2016. We have also looked at rental prices for rooms and equipment and increased the prices on these items as well. Rental rates have not increased since the Conference Center opened in 2011. We have also taken a look at Catering Menu prices, as costs to purchase the products that we prepare has steadily increased over the years. It is United Wireless Arena & The Boot Hill Casino Conference Center's hope that with these increased number of events and rental rates, incomes will also rise as expenses do. To be conservative we have budgeted according to past event average expense/income numbers. Another issue that has arisen in 2014 and will continue into the future is the increased costs of upkeep of the infrastructure of the building and its equipment, such as HVAC units, lighting issues, ammonia plant and repairs to the ribbon board. A lack of storage in the building has become an issue. The City has approved the use of Capital Improvement money for some of these issues. That Capital Improvement request is also part of the Financial Operating Plan and is attached.

### Goals of the Financial Operating Plan

- Maximize revenue from all sources to achieve projected revenues dollars.
- Use every effort to keep expenses under projected expense dollars.
- Host various region academic graduations, religious services, and meetings.
- Work with promoters and national and local agencies to present a minimum of fifteen entertainment events such as family shows, sports shows, comedy shows, concerts, and stage presentations.
- We will continue to look at promoting in-house as necessary to meet the demand for ticketed concert events. We will evaluate and analyze to eliminate as much risk as possible and include the City as part of the decision making process, utilizing the City's "Entertainment Fund".
- Seek out potential "Co-Promoters" to lessen the risk on shows we purchase.
- Increase regional appeal and overall attendance.
- Increase number of conventions held at facility.
- Increase Group Sales for ticketed events
- Increase food and beverage revenues.
- Use technology for cost savings through energy, labor and equipment.

## VenuWorks of Dodge City, LLC 2018 Business Plan

	<u>Jan - Dec '18</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
5000 · Facility Rent Revenue	256,355.00
5001 · Ticket Revenue/Co-Pro Revenue	1,387,800.00
5002 · Facility Fee/Ticket Rebate	195,350.00
5003 · Ticket Office Revenue	0.00
5004 · Concession Revenue	248,615.00
5005 · Merchandise Revenue	9,650.00
5006 · Catering Revenue	518,252.00
5007 · Reimbursed Event Labor	9,200.00
5008 · Reimbursed Contract Labor	38,000.00
5009 · Reimbursed Expenses	147,450.00
5010 · Reimbursed In-House Equipment	65,000.00
5014 · Reimbursed Insurance Revenue	9,700.00
5012 · Vending Income	0.00
5013 · ATM Revenue	840.00
5015 · Contractual Income	470,615.00
5019 · Interest Income	120.00
5020 · Ice Revenue	33,000.00
5021 · Room Change Charge Revenue	0.00
<b>Total Income</b>	3,389,947.00
<b>Cost of Goods Sold</b>	
50000 · Cost of Goods Sold	247,674.00
<b>Total COGS</b>	247,674.00
<b>Gross Profit</b>	3,142,273.00
<b>Expense</b>	
7000 · Personnel Services	1,601,563.00
8000 · General & Administrative	115,752.00
8030 · Occupancy	637,690.00
8050 · Travel and Motor Vehicle	19,800.00
8060 · Event Expenses	1,308,175.00
8080 · Food & Beverage Expense	55,200.00
8090 · Services/Operations	264,593.00
<b>Total Expense</b>	4,002,773.00
<b>Net Ordinary Income</b>	-860,500.00
<b>Other Income/Expense</b>	
<b>Other Income</b>	
9011 · City Subsidy	860,500.00
<b>Total Other Income</b>	860,500.00
<b>Net Other Income</b>	860,500.00
	0.00

# CFAB

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## *Memorandum*

*To: CFAB Board*  
*From: Assistant to the City  
Manager/Project Development  
Coordinator*  
*Date: September 20, 2017*  
*Subject: 2018 Org. Funding Application*  
*Agenda Item: New Business*

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**Recommendation:** Recommend the 2018 Organizational Funding application for approval by the Joint Commissions.

**Background:** The changes to the funding applications were based on discussions with the joint commissions during the 2017 approval process.

**Financial Considerations:** Applicants will be required to provide a twenty percent match for capital projects and requests for operations funding. In addition, grant funds for capital projects will not be released until bids or invoices have been submitted to the city. A minimum of two bids or quotes are required. Since, this program is funded through Dodge City/Ford sales tax, preference will be given to local purchases whenever reasonable.

**Legal Considerations:** The changes in the application will be reflected in the memorandum of understanding that is signed by the each of the grantees and the Joint Commissions.

**Attachments:**  
2018 CFAB Organizational Funding Grant Application

**INSTRUCTIONS  
COMMUNITY FACILITIES ADVISORY BOARD  
ORGANIZATIONAL FUNDING GRANT**

Attached is the calendar year 2018 Organizational Funding Application for the consideration of the Community Facilities Advisory Board (CFAB). Please read all materials carefully prior to completing and submitting your application. Incomplete or non-conforming applications will be returned and no due date extension will be granted.

The Grant Application **must be submitted electronically to [melissam@dodgecity.org](mailto:melissam@dodgecity.org)**, no later than **5:00 pm, Wednesday, November 8, 2017**.

In addition, **one original application including the required financial information** must be delivered to City Hall, no later than **5:00 p.m. Wednesday, November 8, 2017**. ***Applications received after that date and time will be returned unopened.*** If mailing your application and financial information please send to the following address: **Attention: Melissa McCoy, City of Dodge City, 806 N. 2<sup>nd</sup> Avenue, Dodge City, KS. 67801**

- \* Expense and Income forms must reflect the organization's entire operations, not just the requested amount for the grant.**
- \* This grant is a reimbursement grant. The grantee is responsible for twenty percent of the cost of the documented expenses. Eighty percent of documented expenditures will be paid to the Grantee. Paid invoices with cancelled checks as proof of payment are to be submitted along with the Request for Reimbursement Form (form will be distributed with the Memorandum of Understanding). Documentation must be provided before grant funds will be distributed for capital projects.**

The Community Facilities Advisory Board will review applications and make recommendations to the City and County Commissions for their consideration. It is anticipated that a Joint City/County Commission meeting will be scheduled prior to February 1, 2018, at which time final determination of grant funding will be made.

Please contact Melissa McCoy (620-225-8100) or [melissam@dodgecity.org](mailto:melissam@dodgecity.org), if you have questions regarding the application and/or application process.

**Organizational Funding Application Form**  
**2018 Funding Year**  
**2018 Funding Request:**

Applicant:
Requested CFAB Grant Funds: \$
Required 20% Matching Funds: \$
Total Project Cost: \$
Project:
Project Period (start & end date):

**1. Organization Information**

Organization Name: \_\_\_\_\_

Address and Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Web Site: \_\_\_\_\_

Federal Tax ID#: \_\_\_\_\_

**2. Contact Information**

Name/Title: \_\_\_\_\_

Address and Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

**3. Certification**

Applicant organization is a not-for-profit, tax exempt corporation, organization or agency with its principal offices located in Ford County, Kansas, the principal function of which is to promote and/or preserve the western heritage of Dodge City and Ford County; the promotion of tourism; attracting visitors and conventions to the area through the construction and/or maintenance of community accessible facilities and/or conducting public activities.

The undersigned hereto gives this assurance in consideration for obtaining “Why Not Dodge” sales tax funds through the Community Facilities Advisory Board, the City of Dodge City Commission and the Ford County Commission.

\_\_\_\_\_  
Authorizing Official Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contact Person Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**4. Current Staff list**

Submit a current list of the organization’s staff, including position and title and indicate whether they are full time or part time staff.

**5. Current Board of Trustees/Directors list**

Submit a current list of the organization’s board, including position titles, contact information and terms of service.

**6. Specific Information on Price Estimates/Quotes:**

Please document the following if applicable to project (all requests for maintenance/repairs must be included):

**A. Project Specification and Price Estimate/Quote –A minimum of two bids or quotes are required. As this program is funded through Dodge City/Ford sales tax preference will be given to local purchases whenever reasonable.** This documentation must clearly detail the project specifications. (i.e., design costs, materials, labor, related work/services provided by vendor, etc.) and must support/document the proposed project costs as reflected in the applicant’s budget.

**7. Application for CFAB Funding:**

**A. Project Description:** Describe the proposed project clearly and concisely. Provide a brief description that summarizes the use of the grant award. The description should not exceed 550 characters.

**B. Budget Category breakdown:** Describe the funds being requested in the **section 8 budget chart**. The purpose of the budget is to identify costs to be expended with CFAB funds as well as matching funds.

**C. Marketing Attraction:** Describe the marketing efforts for the attraction.

**D. Economic Impact:** Describe the economic impact of the project.

**E. Visitor Attendance:** Provide the **total** number of visitors to the attraction for the year to date and explain how visitor numbers are obtained.

**F. Hours of Operation:** Detail the attractions current or proposed schedule of operations (days and hours) that will be open to the public. Explain how staff for these hours will be funded.

**G. Sustainability:** Explain short and long range goals for sustainability.

**8. Budget:**

<u>Project Expense</u>	<u>20% Matching Funds</u>	<u>Requested Grant Funds</u>	<u>Total Project Cost</u>

**All columns must be included in the submitted Project Budget as per this example.**

**9. Financial Information:**

- A. A compiled reviewed or audited financial statement for organizations with an annual operating budget of \$500,000 or greater.
- B. Most current IRS Form 990, if applicable.
- C. Copy of annual financial statement
- D. Income Statement
- E. Current fiscal year budget approved by the Board of Directors; the projection must be for the organization's total budget not just the requested grant purpose.

## **10. CFAB Application Checklist:**

Incomplete applications cannot be evaluated; therefore, all items listed below (**when applicable to the project**) must be included:

- ✓ **Section 1 & 2:** Application Cover page-First page of grant application must contain organization and contact information.
- ✓ **Section 3:** Certification-The application cover page must contain the signatures of the applicant organization's authorized official and contact.
- ✓ **Section 4:** Current Staff List
- ✓ **Section 5:** Current Board of Trustees/Directors list
- ✓ **Section 6:** Attach specific information on price quotes (if applicable).
- ✓ **Section 7:** Address application points A through G.
- ✓ **Section 8:** Budget- This table will be used to establish the cost categories of the grant agreement. List each budget line item for which the grant funds are proposed to be expended. Indicate the requested grant amount for each budget line item. Provide the 20% matching funds for each budget line item. Provide the total of each column and the total cost of the project.
- ✓ **Section 9:** Required Financial Information: Address application points A-E.
- ✓ **Grant Applications-**The Grant Application must be submitted electronically to [melissam@dodgecity.org](mailto:melissam@dodgecity.org). In addition, one original application with required financial information must be delivered or mailed to the following address:

Attention: Melissa McCoy City Hall 806 N. 2<sup>nd</sup> Avenue, Dodge City, KS. 67801 by **Wednesday 8, 2017 at 5:00 pm.**

*The Community Facilities Advisory Board, the City of Dodge City and Ford County Government strive to support a high Quality of Life environment for their residents and visitors recognizing the role of heritage, arts and tourism organizations in that endeavor.*