

JOINT CITY/COUNTY COMMISSION AGENDA

City Hall Commission Chambers

Monday, March 1, 2010

5:30 p.m.

MEETING #4799

CALL TO ORDER

ROLL CALL

NEW BUSINESS

1. Discussion and approval of CFAB recommendation for World Of Outlaws show.
2. Discussion and approval of economic impact study for World Of Outlaws show.
3. Discussion and approval of CFAB recommendation for \$150,000.00 grant to Boot Hill Museum for development of long range plan.
4. Global status report on Special Events Center

OTHER BUSINESS

ADJOURNMENT

**SPECIAL EVENTS AGREEMENT
WORLD OF OUTLAWS SPECIAL EVENT**

THIS AGREEMENT is made and entered into by and between the City of Dodge City and Ford County, acting pursuant to the Dodge City – Ford County Interlocal Agreement (the “City/County”) and Ed Beckley d/b/a Beckley’s Checkered Flag Productions, Inc. (“Beckley”) as provided for in paragraph 18 of the Racetrack Operating Agreement dated November 9, 2007:

WHEREAS, Beckley desires to promote and conduct a World of Outlaws two day racing event (the “Event”) at Dodge City Raceway Park (“DCRP”), and

WHEREAS, the City/County are willing to allow Beckley the use of DCRP for such Event and believe such Event will attract visitors and spectators to the City and County, and

WHEREAS, the parties have reached an understanding related to the fees and expenses related to the use of DCRP for such Event and desire to reduce their understanding to writing:

NOW THEREFORE, in consideration of the monies to be paid herein and the mutual promises of the parties, it is agreed as follows:

1. For purposes of this Agreement the following terms are defined as follows:
 - a. “Excess Revenues” means the amount by which Event Revenues exceed Event Expenses;
 - b. “Promotional Fee” means the amount of Ten Thousand Dollars (\$10,000.00) to which Beckley will be entitled for conducting and promoting the Event at DCRP;
 - c. “Event” means a two (2) day racing event involving the World of Outlaws and promoted and conducted under a contract with Beckley at DCRP;

- d. "Event Expenses" means all actual out of pocket expenses incurred by Beckley directly related to promoting and conducting the Event, including but not limited to event insurance, track preparation, necessary racing staff, ambulance service, security, employees, TV, radio and newspaper advertising, advertising production, World of Outlaws contract payments, and other expenses incurred by Beckley in promoting and conducting the Event, but shall not include Beckley's Promotional Fee.
 - e. "Event Revenues" means all revenue and income received by Beckley resulting from promoting and hosting the Event at DCRP, including all front and back gate receipts, concession and beer sales, souvenir and merchandise sales by DCRP, vendor commissions, sponsorship fees, advertising income and any and all other consideration whatsoever.
2. The City/County will advance to Beckley the sum of Ninety Thousand Dollars (\$90,000.00) in Why Not Dodge sales tax funds to be applied toward payment of the World of Outlaws contract.
 3. Beckley shall be responsible for the payment of all Event Expenses.
 4. After all Event Expenses have been paid and accounted for and all Event Revenues have been collected and accounted for, if Event Revenues are sufficient to fully pay all Event Expenses, any Excess Revenues remaining after payment of all Event Expenses shall be applied to Beckley's Promotional Fee. Any Excess Revenues remaining after pay of Beckley's Promotional Fee, will be divided equally between the City/County and Beckley.

5. If Excess Revenues are not sufficient to pay Beckley's Promotional Fee, City/County shall pay the unpaid balance of said Fee.
6. Under no circumstance will the City/County be obligated to pay any Event Expenses incurred as a result of the Event beyond the total amount of \$100,000.00 including Beckley's Promotional Fee.
7. Beckley will provide a detailed accounting of all Event Expenses and Event Revenues with supporting documentation to the City/County within ten (10) days following the Event.
8. In the event the Event is cancelled or not fully completed, the parties will jointly determine a fair and equitable adjustment regarding Event Expenses, Event Revenues, and the Promotional Fee.
9. This Agreement will be binding on the parties hereto and their successors and assigns.

IN WITNESS WHEREOF, the parties have executed this agreement on the dates reflected below.

BECKLEY'S CHECKERED FLAG PRODUCTIONS, INC.

By: _____
Ed Beckley, President

Dated this ____ day of March, 2010

CITY OF DODGE CITY, KANSAS

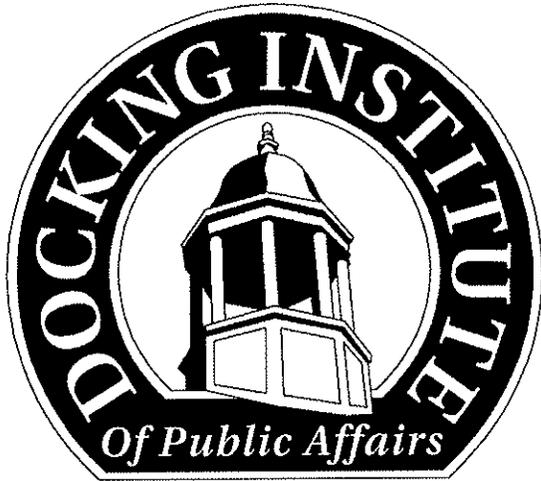
By: _____
Ken W. Strobel, City Manager

Dated this ____ day of March, 2010

FORD COUNTY COMMISSION

By: _____
Ed Elam, County Administrator

Dated this ____ day of March, 2010



PROPOSAL FOR AN ECONOMIC IMPACT STUDY OF THE WORLD OF OUTLAWS RACE EVENT AT THE DODGE CITY RACEWAY

Submitted to:
Cherise Tieben, Assistant City Manager
City of Dodge City

Submitted by:
Mike Walker, Assistant Director
The Docking Institute of Public Affairs
Fort Hays State University

INTRODUCTION

This is a proposal to provide data collection and an assessment of the economic impact of the World of Outlaw race event at the Dodge City Raceway in 2010. The Institute performed similar study in 2003 and has extensive experience in economic impact research and community and economic development research in Kansas, Nebraska, Missouri, and Colorado.

SCOPE OF WORK

The objective of the study is to assess the economic impact of the World of Outlaws event for Dodge City using economical methods. To accomplish this objective, the Institute will survey spectators and race crew members during both days of the race event. Using best survey research practices and methods, professional institute personnel and student staff members will conduct short face-to-face interviews with spectators and race team members to assess the following:

1. The number of family members or team members in the interviewee's party.
2. The community of residence of the family or team.
3. (If from a community other than Dodge) The number of days the family or team is spending in Dodge for the racing event.
4. (If from a community other than Dodge) The amount of money each family or team is spending on lodging, meals, fuels, and other items during the weekend of the World of Outlaws event.
5. The Institute will also assess satisfaction with the racing facility from both spectators and race team members, and assess willingness to attend the event again the following year.

Data will be collected using a paper-pencil questionnaire. The questionnaire will be handed to the respondent and collected by the surveyor on the spot. Analysis will focus

on the money spent by family and team members in Dodge City by spectators and teams that usually reside in other communities and traveled to Dodge City for the racing event.

Institute personnel will analyze the data collected and write a report of the findings. The report will be provided in electronic format (.pdf).

Costs

The cost the questionnaire design, travel and lodging for interviewers, data collection and analysis, and report writing and delivery is \$3,450. This amount assumes a one page questionnaire (for each survey population). If the client desires to include additional questions to those necessary for achieving the information objectives noted above, the Institute reserves the right to ask for additional charges. The additional charges will be based on the length of time the added questions increase the length of each interview and the extent of analysis required for reporting each question's results.

Payment will be made in two installments. One half will be paid to the Institute upon signing of the contract. The other half will be billed upon completion of the draft report.

Upon review of the draft report by the point of contact, the Institute will provide a final version of the report in .pdf format. If the client would prefer paper copies of the final report in addition to the electronic version, paper copies can be printed at FHSU. The Institute will bill the client for the costs of the desired number of bound color copies. The Institute will also post the electronic version of the report on its own website 60 days after the final version is delivered. A presentation of the study results will be made by the author of the report or another professional staff member at a mutually agreed upon time and location. Travel expenses (50.5¢ a mile) and lodging expenses (if necessary but not expected) incurred for the presentation will be charged to the client. The Institute will make professional personnel available for additional presentations for a consultation fee plus travel expenses.

INSTITUTE ORGANIZATIONAL STRUCTURE

Gary Brinker, PhD..... Director and Associate Professor of Sociology
Michael Walker, MS Assistant Director and Instructor of Sociology
Jian Sun, PhD Research Scientist and Assistant Professor of Political Science
Leslie Z. Paige, MS, EdS Grants Facilitator
Joyce Wolfe, MS..... Research Scientist and Manager of Survey Research
Lynette Pfeifer..... Administrative Specialist

In addition, the Docking Institute has 30 policy fellows that have extensive experience in their fields of expertise. These policy fellows assist with projects depending on the expertise that is needed to assist clients. The Docking Institute was founded in 1980, and has more than 25 years of experience in the research and analysis field. The Docking Institute's address and telephone number follow:

The Docking Institute of Public Affairs	(785) 628-4197
Fort Hays State University	(785) 628-4188 FAX
600 Park Street	www.fhsu.edu/docking
Hays, KS 67601	

No litigation or ethical proceedings have been brought against the Docking Institute in the past three years. As the Docking Institute is an entity of the State of Kansas, it is covered by the Kansas Tort Claim Act for tort liability purposes. The Docking Institute is not involved in any litigation nor faces any claims on its assets which would affect the work to be performed.

Key Project Personnel

The principle investigator for this project will be Mike Walker, M.S. Mr. Walker is the Institute's Assistant Director and Instructor of Sociology at Fort Hays State University. Jian Sun, Ph.D. will assist with this project.

Mr. Walker is the client's primary contact throughout the entire research project. He can be contacted at 785-628-5563, 785-365-5563, and mwalker@fhsu.edu.

Mike Walker (M.S., Sociology, Utah State University, 1995)

Mr. Walker is the assistant director of the Docking Institute and an instructor of sociology at Fort Hays State University. He is pursuing a Ph.D. in sociology at Kansas State University. He has been the lead researcher for more than 40 economic development studies. Mr. Walker is a member of the Rural Sociological Society, the Community Development Society, the Midwest Sociological Society, and the Population Association of America. He regularly teaches social research methods, sociological theory, demography, urban/rural sociology, and community theory. Mr. Walker

received his master's degree in sociology from Utah State University and is working on his PhD at Kansas State University.

Jian Sun (Ph.D., Urban and Public Affairs, University of Louisville, 2007)

Dr. Sun is a research scientist with the Docking Institute and an assistant professor of political science at Fort Hays State University. He has been a researcher for numerous studies at the Institute, including those addressing economic impact and feasibility. Recently he completed a recreation center expansion feasibility study and a retail shopping survey and a hospital expansion feasibility study. He was also the lead researcher for the recently completed Kansas Bioscience Index 2008. He has published in the academic journals *Environmental and Planning A*, *Journal of Real Estate Literature*, *Journal of Housing Economics*, and *Journal of Urban Affairs*. Dr. Sun joined the Institute in July 2007.

Equipment and Technical Capabilities

The Institute has state-of-the-art data collection capabilities. For telephone surveying the Institute uses Ci3® and WinCati®, which are integrated into a comprehensive Computer Aided Telephone Interview (CATI) system. This CATI system is an industry standard in opinion and marketing research. This server based software is used in the Institute's 20-station computer equipped call center.

For self-completion surveys, the Institute often uses Remark's OMR® scanning software. The Institute can electronically scan answers to such survey instruments, reducing data entry error.

The Institute is also experienced with web-based surveying. The Institute uses a server-based Computer Aided Personal Interviewing (CAPI) system maintained by Fort Hays State University.

In addition, all personnel assigned to this project have personal computers with more than ample hardware and software resources to handle all word processing, statistical analyses, and graphic work necessary for all stages of the project described herein.

Boot Hill Museum Redevelopment Planning Budget

Expense Category	Planned Expenses
Planning Sessions Expense	\$4,000
Coffee, food, drinks	
Printing notebooks and materials	
Travel costs	
Planning Consultant fees and expenses	\$20,000
Engineering studies and drawings (HVAC, Telecom, Lighting, etc)	\$25,000
Design / Architectural studies and drawings (exterior & interior)	\$25,000
Landscape design	
Façade design	
Displays and technology/content/curriculum	
Orientation and site placement	
Signage and crowd flow directionals	
Entertainment consultants (Interactivity and Content Development)	\$20,000
Grant Writer (Matching grants and donations)	\$5,000
Economic & Community Impact Study	\$10,000
Feasibility Study of Revenue and Operating Costs	\$15,000
Marketing and Public Communications	\$20,000
Brochure on redevelopment plans	
Website	
Postage and direct mail costs	
Advertising	
Planning administrative expenses	\$4,000
Fax/Copies	
Postage	
Office Supplies	
Miscellaneous	\$2,000
Total Planning Expenses	\$150,000