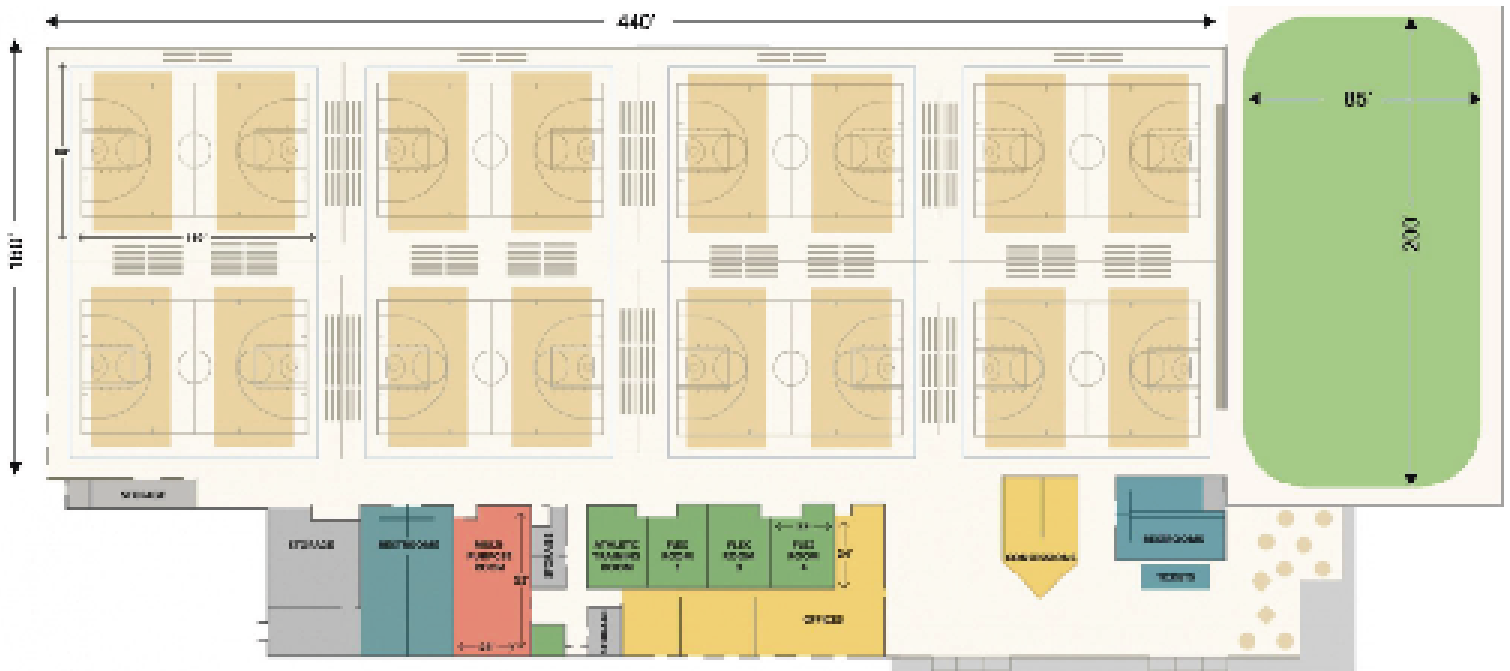


INDOOR YOUTH SPORTS FACILITY



**Estimated
\$48.6 million
annual
economic
output for
\$40.6 million
in development
costs**

- New indoor, tournament-ready hard-court facility with parking, easy highway access, and nearby amenities
- Located on a 15 acre site with potential for future expansion
- At least 8 basketball courts / 16 volleyball courts
- Local use Monday - Thursday, tournament use Friday - Sunday
- Will help more underserved youth than existing indoor sports facilities
- Comprehensive feasibility study indicated significant unmet local and regional demand
- Basketball and volleyball are two sports with the highest participation levels within 180 miles of Kalamazoo County
- Projected 36,000 hotel room nights
- Projected 628 full and part time jobs
- Access to 20 million people within 180 miles
- Kalamazoo has a strong track record of hosting state, regional, and national tournaments

For questions and more information, contact:



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SPORTS

FREQUENTLY ASKED QUESTIONS

1. Who is eligible to vote on this proposal?

The vote is exclusive to hotel owners with 35 rooms or more; it is not a public vote.

2. Has this proposal been voted on before?

No. This has not been voted on previously by hotels or the public.

3. How is this assessment different from the current Kalamazoo County Accommodations tax?

The Kalamazoo County Accommodations Tax funds the core tourism work of Discover Kalamazoo and the Kalamazoo County Parks & Expo Center. The proposed 4% assessment must be used for facilities such as the proposed indoor youth sports facility and must primarily benefit the hotels subject to the assessment.

4. Will this assessment affect local residents?

This assessment applies to guest stays of less than 30 consecutive days at hotels with more than 35 rooms. Residents who choose to stay in these hotels would also be subject to the assessment. The revenue generated will help fund a local amenity and will also generate significant visitor spending which helps sustain a vibrant community for residents.

5. Why is a new facility needed when we already have the Downtown Event Center and other youth sports facilities?

The event center is designed for performances and large-scale events like WMU basketball, hockey, Kalamazoo Wings games, concerts, and entertainment. There is a shortage of hardcourt and turf facilities, limiting opportunities for local youth and the ability to attract out-of-town youth basketball and volleyball tournaments. The new facility would fill that gap while supporting our current facilities.

6. Where will the facility be located?

Discover Kalamazoo commissioned a comprehensive site analysis involving Tower Pinkster, CSL, Hurley & Stewart, and AVB. Out of 30+ potential sites, 9 were thoroughly evaluated. Three top sites were selected, and RFPs were sent to these landowners. Additional sites are being considered as they are brought to our attention, and the final decision will be made at the time the Authority is created.

7. How will this benefit my hotel?

The feasibility study estimates that this project will bring an incremental 36,000 room nights to our community annually, adding 2-4 percentage points of occupancy during critical shoulder months. Even hotels that do not primarily cater to group business may benefit, as increased demand from group-focused properties can lead to broader revenue opportunities throughout the lodging community.

8. Can my hotel pass this assessment on to guests?

Yes. We expect properties will choose to pass it on to the guest. The 4% assessment must be listed separately on the folio and may be referred to as the "KCECAD Assessment" (KCECAD = Kalamazoo County Event Center Assessment District).

9. Will Kalamazoo County hotels still be affordable with this new assessment?

Yes. Even with an additional 4% assessment increase, Kalamazoo remains one of the most affordable destinations in Michigan and the Midwest, based on Average Daily Rate and tax/assessment comparisons.

10. What is the timeline for this project?

- Hotel referendum vote: April 2 – April 30, 2025
- Notice of referendum results: May 1, 2025
- Authority creation: May 2025
- Assessment collection begins: June 1, 2025
- Groundbreaking: 2026
- Facility opening: 2027