Legacy Events Center Expansion & Remodel
May 3, 2022

Davis COUNTY

Agenda

- Discover Davis and Tourism Revenue
- Vision
- Strategic Advantage
- Marketing & Personality
- Project, Budget & Timeline

- Method Studio Presentation

Discover Davis

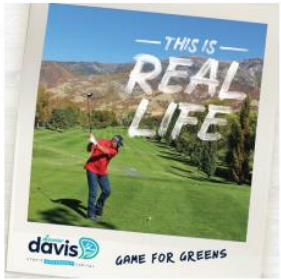
Davis COUNTY

discover davis

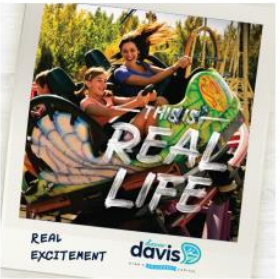
UTAH'S AMUSEMENT CAPITAL

5th in Total Visitor Spending
5th in Total Tourism-Related Tax









TOURISM ECONOMY

- Leisure Travel
- Davis Conference Center & Business Travel
- Legacy Events Center
- Youth Sports
- Events
- Hill Air Force Base & Military Contractors

Tourism Revenue

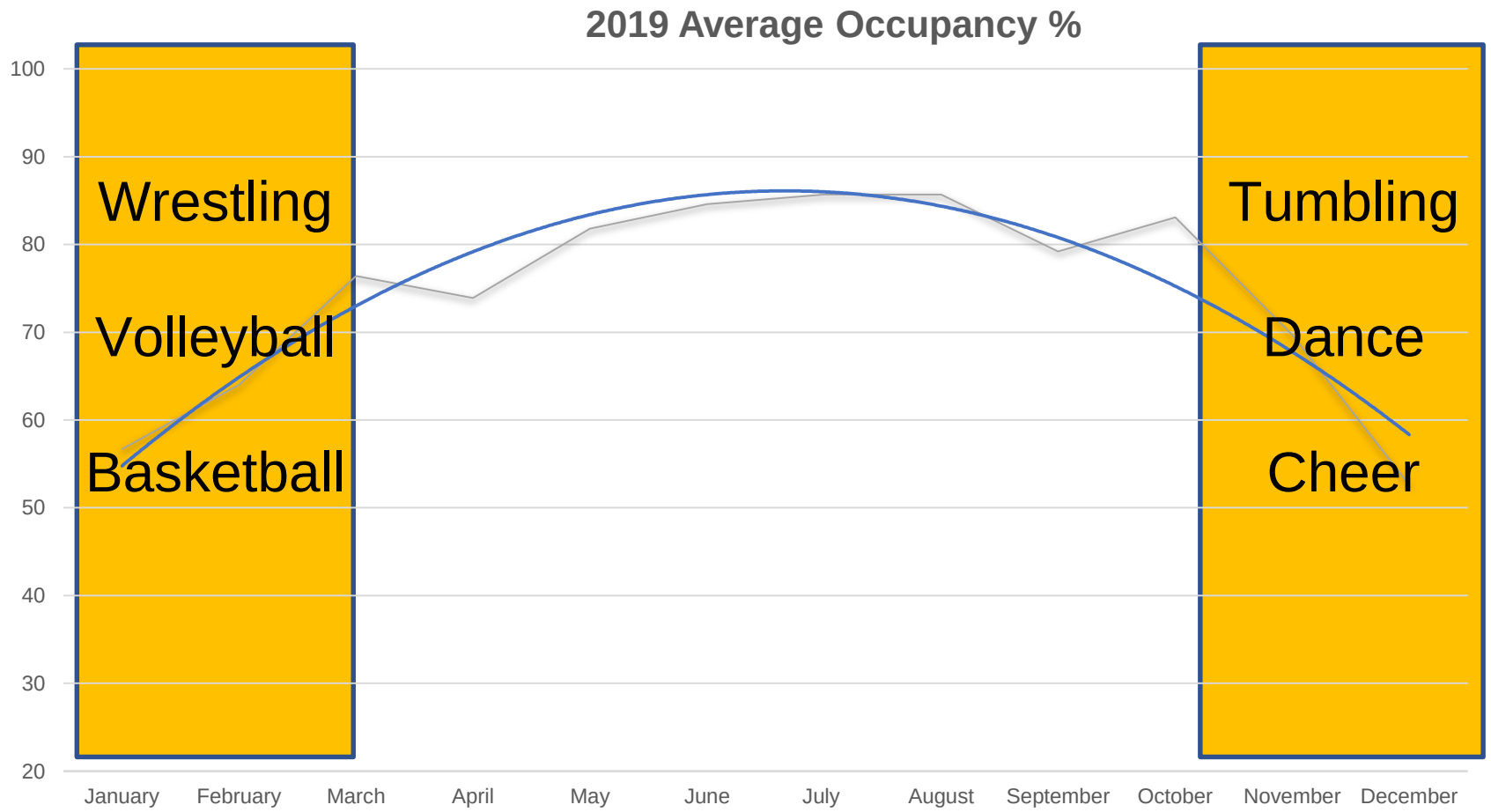
	Actual	Actual	Actual	APPROVED
Revenues	**2019**	**2020**	**2021**	**2022**
TRT - Hotel	$ 2,001,318	$ 1,319,647	$ 2,006,263	$ 2,096,933
TRCCA - Car Rental	$ 634,967	$ 504,124	$ 797,083	$ 833,277
TRCCA - Restaurant Tax	$ 5,168,821	$ 4,989,102	$ 6,187,050	$ 6,524,185
Tourism Dept.	$ 628,948	$ 409,168	$ 515,727	$ 525,218
Legacy Event Center	$ 546,642	$ 232,411	$ 769,471	$ 95,000
Total Revenue	$ 8,980,697	$ 7,454,451	$ 10,275,594	$ 10,074,613

Hotel Tax = 4.25%

Car Rental Tax = 3% County + 4% State Dist.

Restaurant Tax = 1%

Hotel Occupancy & Youth Sports



<u>May – Oct</u>
Average Occ = 83%

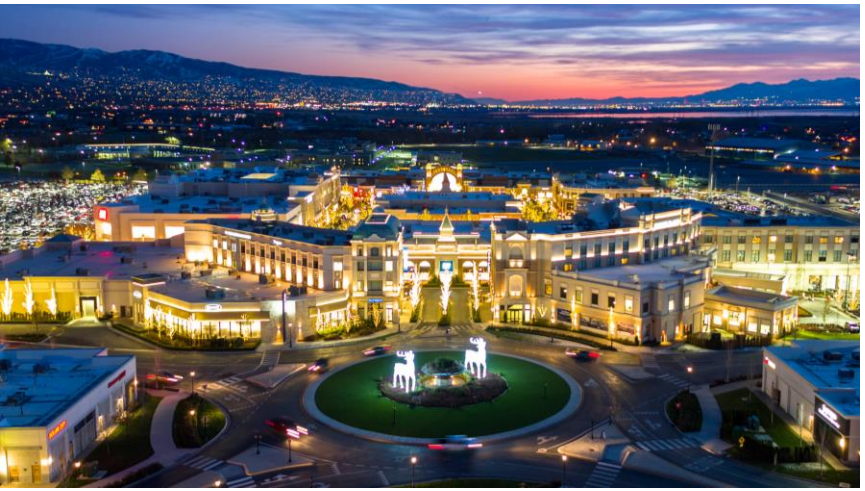
<u>Nov-Feb</u>
Average Occ = 61%

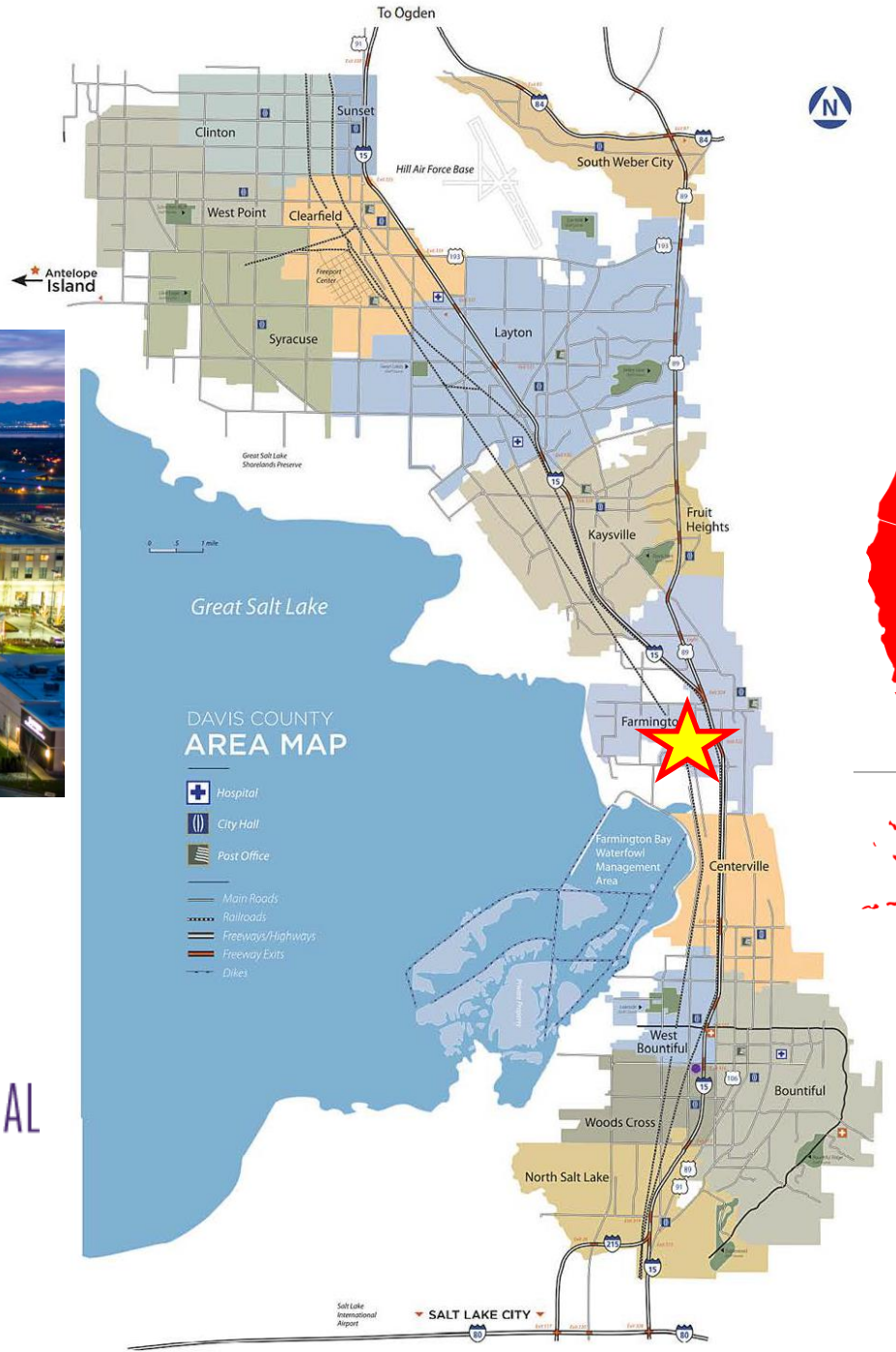
Vision

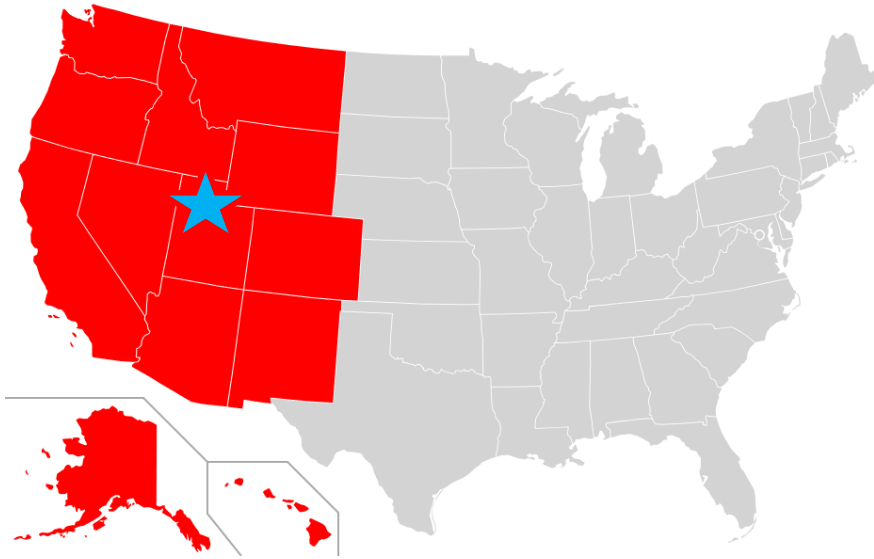
"Our region's top Youth Multi-Sport/Multi-Activity Complex built to maximize economic impact throughout Davis County"



Location







Davis COUNTY

SLC INTERNATIONAL

Location

Marketing Targets

Primary Persona: Sporting Event Organizers

Marketing focus

Secondary Persona: Event Participants & Participants Parents/Family

Brand audience that determine how we are perceived, but not direct marketing focus

Sports Park Personality is…

Professional

High Quality not Premium
Exclusive not Elitist

Exciting

Energetic not Intense
Active not Chaotic

Passionate

Tough not Aggressive
Supports not Micromanaging

Sports Park Overview

Project

- 118k ft^2 New Building
- Site Infrastructure
- Remodel LEC
- Championship Field
- 3 New Grass Fields

Sports Park Budget

- $52M - Sales Tax Bond
  - Est Debt Service of $3.6M-$3.9M for 20 yrs
- $7.2M
  - Soft Costs ($4.7M)
  - FF&E ($2.5M)
- Capital reserve balance of $4M

Timeline

- Fall 2022: Start Construction
- Late 2024: Project Completion

Davis COUNTY

Method Studio