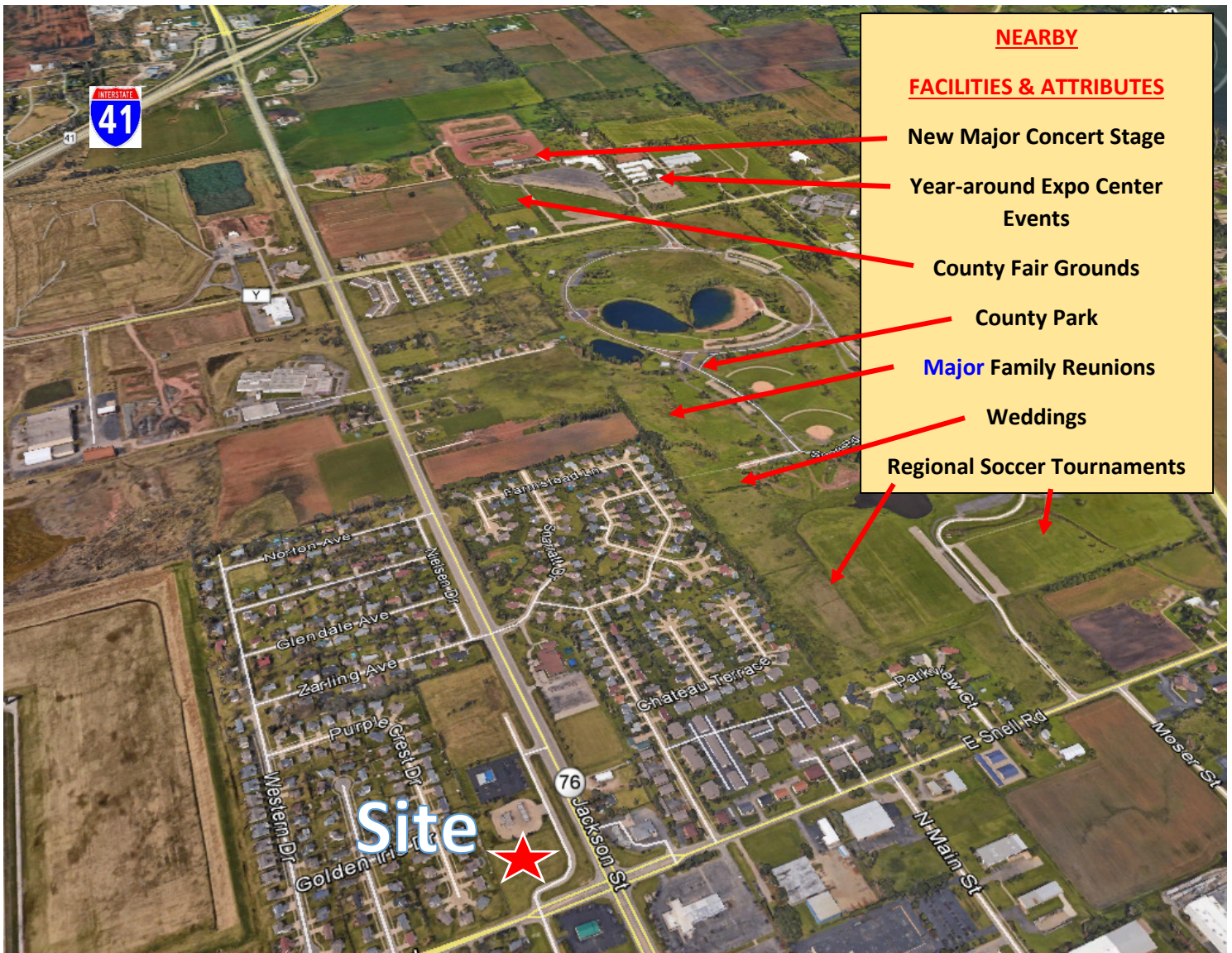


Seeking Hotel Developer/Investor(s)

Need Documentation Attached



State Road 76 (Jackson Street) and Snell Road, Oshkosh, WI 54901



Earl Real Estate, Inc.

920.426.0417

COMMERCIAL & INDUSTRIAL

Web Site: www.GEarlRealEstate.com

Email: ge@gebroker.com



Winnebago County
Department of Parks and Recreation

June 24, 2019

Gary E. Eake, President
G. Earl Real Estate, Inc.
947 Trillium Trail
Oshkosh, Wisconsin 54904

Dear Gary,

I appreciate the opportunity to express to you the sentiment we share here at the Winnebago County Parks Department that there is a profound need for development of lodging and restaurant establishments here on the north side of Oshkosh. The need for such accommodations has grown significantly over the past two decades as the County has invested a sizeable amount of resources into improving the facilities within both the Community Park and at the Exposition Center. In conjunction with these investments there has been a pronounced increase in both the recreational and entertainment opportunities in this area and with the increase has come an influx of new users from not only the surrounding communities but throughout the state as well.

The following information is intended to provide a profile of the types of events that the Exposition Center and the Community Park host that are noteworthy in that they consistently draw the number of vendors, spectators and support personnel for which it would be beneficial to have lodging and restaurant services made more readily available within the immediate area:

Sunnyview Exposition Center

There are statewide trainings for law enforcement (officers, prison guards, office staff and etc.) on the local, state and regional level several times per year for a week at a time. Officers come from across the state to train and stay locally. Emergency Management also holds an annual nationwide training that takes place over several days in May. The amount of trainees varies but usually averages 50-100 with 6 to 10 trainers for the week.

There are events at the expo all year which often goes overlooked. Most hotels are looking for patrons during the winter months. We have annual events scheduled every weekend of January, February and March who have been coming back for decades. Even those events that are local in nature need rooms for their vendors and those vendors want to be close to the venue. There is one event that attracts both vendors and attendees from all over the Midwest who routinely book a block of rooms in Neenah or Appleton to be close to the venue. There is a definite need for dining as well as lodging.

With the new Sunnyview Stadium and its capacity of 33,000+ attendees the need will only increase as more concert and entertainment events are booked into the venue (see Attachments "A", "B" & "C"). This is in addition to other smaller events taking place at the expo such as regional horse shows and BMX events. That said, the Winnebago BMX is in the running for a national meet and have been voted the best track in the state for the past 4 years which allows them to hold the state meet for those years each August.

There are also private events that take place at the expo ie. weddings, birthday parties, sweet 16 (or 15) parties, small concerts, family reunions and graduations. These attract out of towners as well that will need a place to stay and closeness to the venue is top of mind.

There are several institutions in close proximity that also would attract overnights - Parkview Health Center, Winnebago Mental Health, DACC, WRC, & OCI.

Finally, the Sunnyview Exposition Center continues to be regarded as one of the top bid candidates in the running for being awarded the honor of hosting the Pyro-technics Guild Internationals (PGI) `21 Convention. If awarded the Expo will accommodate a full week and a half of convention activities with three public fireworks shows occurring during that period in which thousands of people from throughout the region and state can be expected to attend. A successful convention may also translate into a long-term Expo rental agreement whereby the site will host the PGI convention every third year.

*Note – Announcement of the award of bid for the `21 site is expected in October.

Community Park

(A profile of the types of Community Park events and their estimated attendance numbers is included on Attachment "C").

In conclusion, I would like to reaffirm the point that there is a very real need emanating from the programming conducted at both the Exposition Center and from the Community Park for development of convenient lodging and restaurant services within the immediate area. Again, there is a large volume of potential clientele being generated from the multitude of sports and entertainment events conducted at the two sites whose needs are not being met.

I welcome any questions you might have concerning this topic and would be more than happy to assist you in acquiring additional background and support material if need be.

Very truly yours,



Robert Way
Winnebago County Parks Director &
Expo Manager

**ESTIMATED NUMBER AND SIZES OF SHOW
EVENTS THAT COULD POTENTIALLY UTILIZE THE
GRANDSTAND/STAGE FACILITIES OVER A TEN (10) YEAR PERIOD**

Although the main attraction and draw for promoters interested in utilizing the Grandstand Complex will always be the permanent stage, the presence of a unique feature which is the 350' X 650' multi-use audience/performance area within the Grandstand Complex, will draw a great deal of attention from parties needing a large - level open space to accommodate the special requirements of their event(s). Thus it is that Parks staff has constructed a probable forecast for how the next ten (10) years will play-out in both the number and size of events that are likely to be booked into the county's Grandstand/Stage facilities.

*Note – Totals include Lifest.

- First year of programming (2018): Staff is already working with a promoter interested in bringing singer Brian Adams to the venue and who has made it known that he would be willing to explore the booking of the stage for another concert event in fall, if the date can be worked-out. Given these developments, the county could see up to two (2) large scale (10,000+ attendees) events taking place within the Grandstand/Stage venue in 2018.
- Second and third years of programming (2019 and 2020): It is anticipated that there may be some combination of 2 – 3 medium and 2 – 3 large scale events using the venue. A medium size event would entail booking of a program that would utilize the large 350' X 650' performance area in front of the grandstands with 5,000 in attendance. These might be multi-day national tour shows geared towards tractor and/or truck pull competitions. The two years might also see the addition of another large scale event where the entire expo grounds are used for a weekend motor cycle rally similar in nature to the Sturgis event. Two competing promoters have shown interest in utilizing the Grandstand/Stage facility to facilitate their event programming as well as to engage in an evening concert. Booking has been held-off until building of the facilities would be certain.
- Subsequent years (2021 – 2027): It is anticipated that together with a combination of small events, where the stage is being utilized for small community oriented concerts/programs, and the above mentioned medium and large scale events, the level of bookings for the Grandstand/Stage facilities may be expected to reach an average of 2 – 3 small events, 3 – 4 medium and 2 – 3 large scale events per year by 2021.

*Note – Although it is anticipated that the Winnebago County Fair will utilize these facilities, the above numbers do not reflect the Fair's usage.

Lifest Attendance and Sales

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Full Event Gate Cost	\$ 36	\$ 44	\$ 56	\$ 60	\$ 72	\$ 72	\$ 82	\$ 82	\$ 82	\$ 90	\$ 90	\$ 90	\$ 90	\$ 78	\$ 78	\$ 78	\$ 78	\$ 78	\$ 78	\$ 78
One Day Gate Cost:	\$ 24	\$ 28	\$ 28	\$ 30	\$ 34	\$ 38	\$ 36	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 40	\$ 40	\$ 36	\$ 36	\$ 36	\$ 36	\$ 36	\$ 36
Paid Festival Days:	3	3	4	4	4	4	4	5	5	5	4	4	4	4	3	3	3	3	3	3
Avg Daily Attendance	7,076	10,237	10,595	11,938	13,538	11,345	14,544	13,778	14,531	13,117	14,457	13,380	14,897	14,075	18,937	19,664	22,408	22,852	23,150	24,683
Camping Sales	-	977	1,286	1,793	2,188	2,447	2,446	2,458	2,454	2,090	2,123	2,216	2,307	1,962	2,180	2,149	2,285	2,393	2,447	2,642
Primitive	-	904	1,197	1,724	2,046	2,288	2,232	2,201	2,214	1,900	1,921	2,031	2,038	1,716	1,910	1,852	1,967	2,023	2,060	2,171
Electric	-	73	89	69	142	159	214	257	240	190	202	185	269	246	270	297	318	370	387	471

2018 Attendance: 24,683 x 3 = 74,049

COMMUNITY PARK EXCLUSIVE USE - DETAIL INFO & EST. PARKING						
Date	Contact	Shelter (s)	Notes	Est. Atn./Day	Est. Cars/day	
06/24/19	Permitted Organizations (Org.)					
6/15 - 6/16		Shelter #4	Sizeable # of out-of-town participants.	2500	860	
4/15				300	100	
5/1 - 8/31				4 days per week - 150	90	
5/25-5/26		Shelter 1-4	Sizeable # of out-of-town participants.	16,000	3,200	
8/31-9/1		Shelters 1-4	Sizeable # of out-of-town participants.	18,000	3,900	
6//9 - 6/10		Beach House	Sizeable # of out-of-town participants.	240	70	
?		No shelters needed		50	16	
6/29 & 6/30 7/20 & 7/21		Shelter 2 & 3	Sizeable # of out-of-town participants.	200	66	
4/14, 8/25, 9/8,		No shelters needed		150	50	
7/14		#4 on Friday; #'s 2, 3, 4 on Sat. & Sun. (rain date)		3,000	500	
6/20, 7/21 & 8/25		Pavilion		200	50	
9/20				350	116	
9/27				260	86	

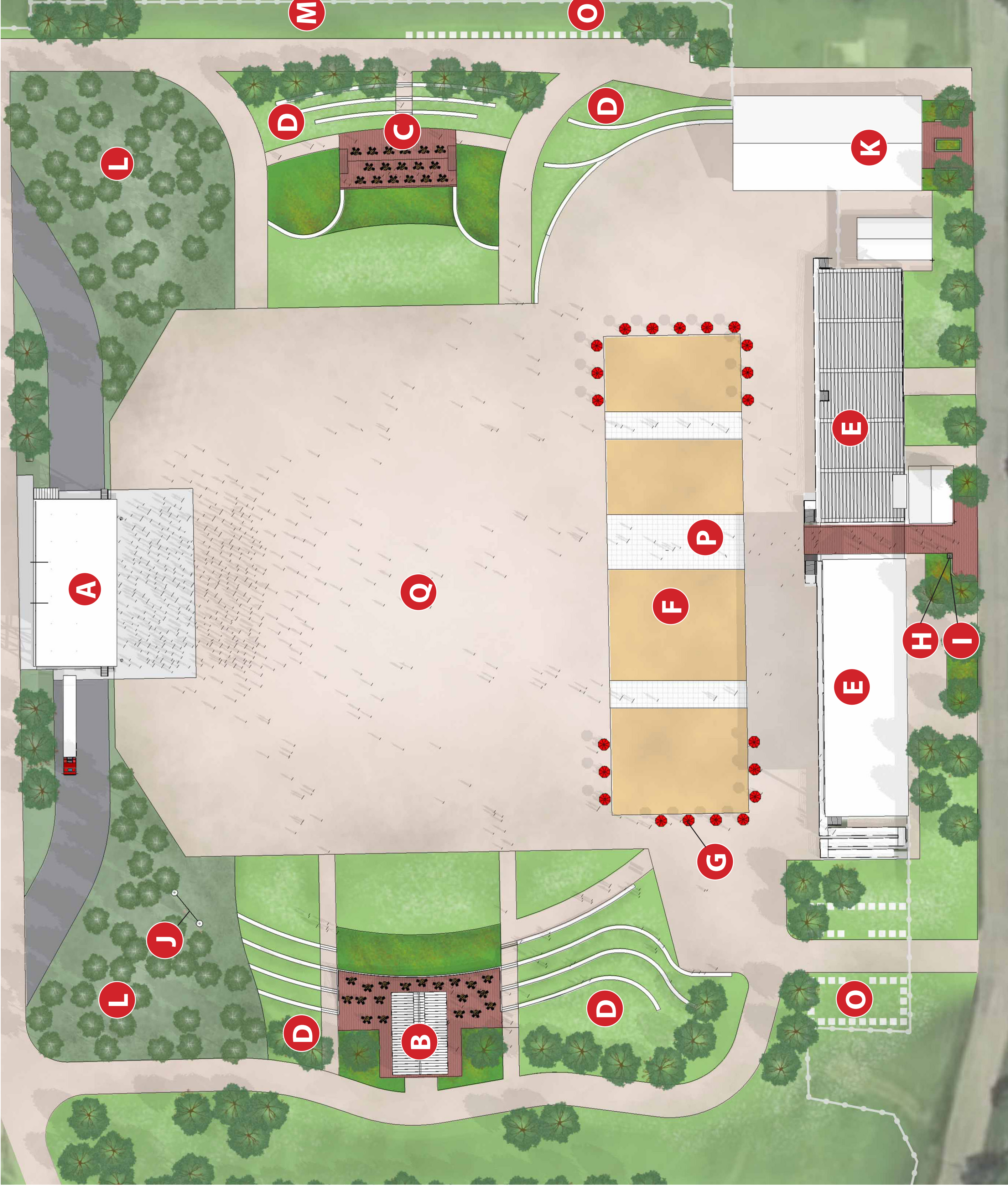


Winnebago County

SUNNYVIEW GRANDSTAND

The new and improved Grandstand at the Sunnyview Exposition Center in Oshkosh, WI will have the capacity and flexibility to host large events like concerts, tractor pulls, festivals, and more.

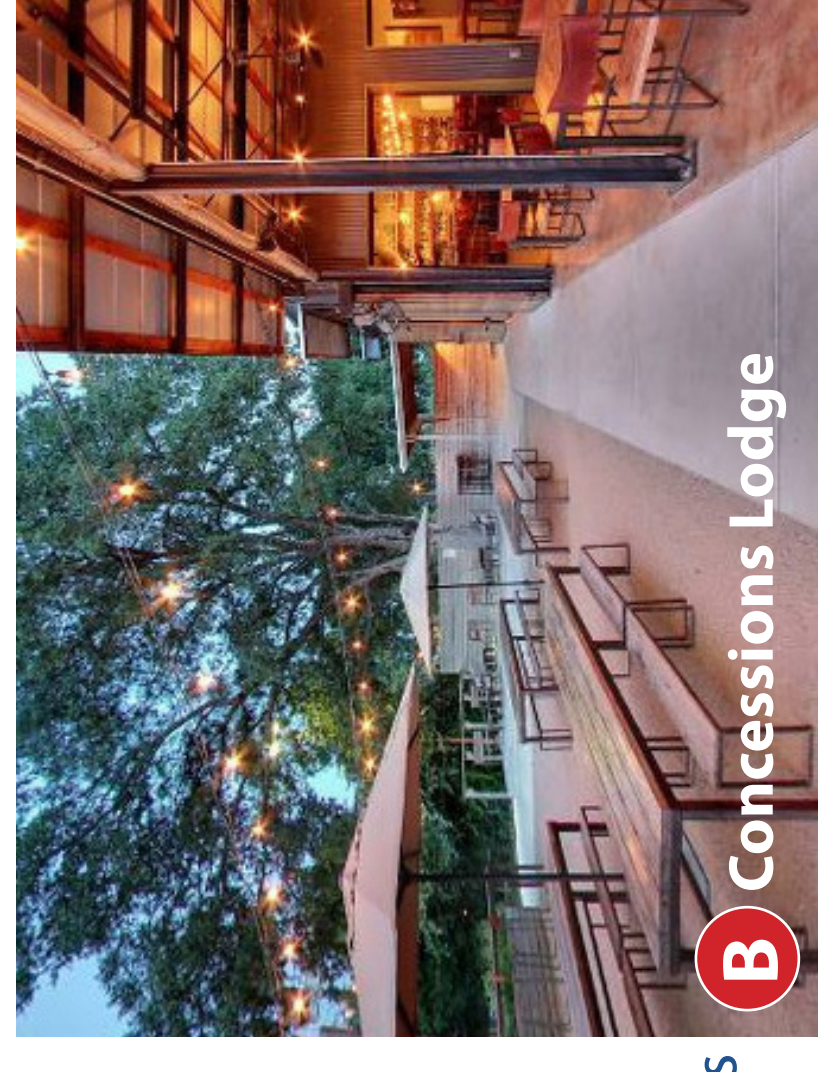
Whether you want a front-row seat for a tractor pull, to kick back with a beer, soda, or hot dog and take in a concert at the concessions lodge, or to bring the family for a picnic on the seating deck or terraced lawn, the Sunnyview Grandstand has something for everyone.



Character Images:



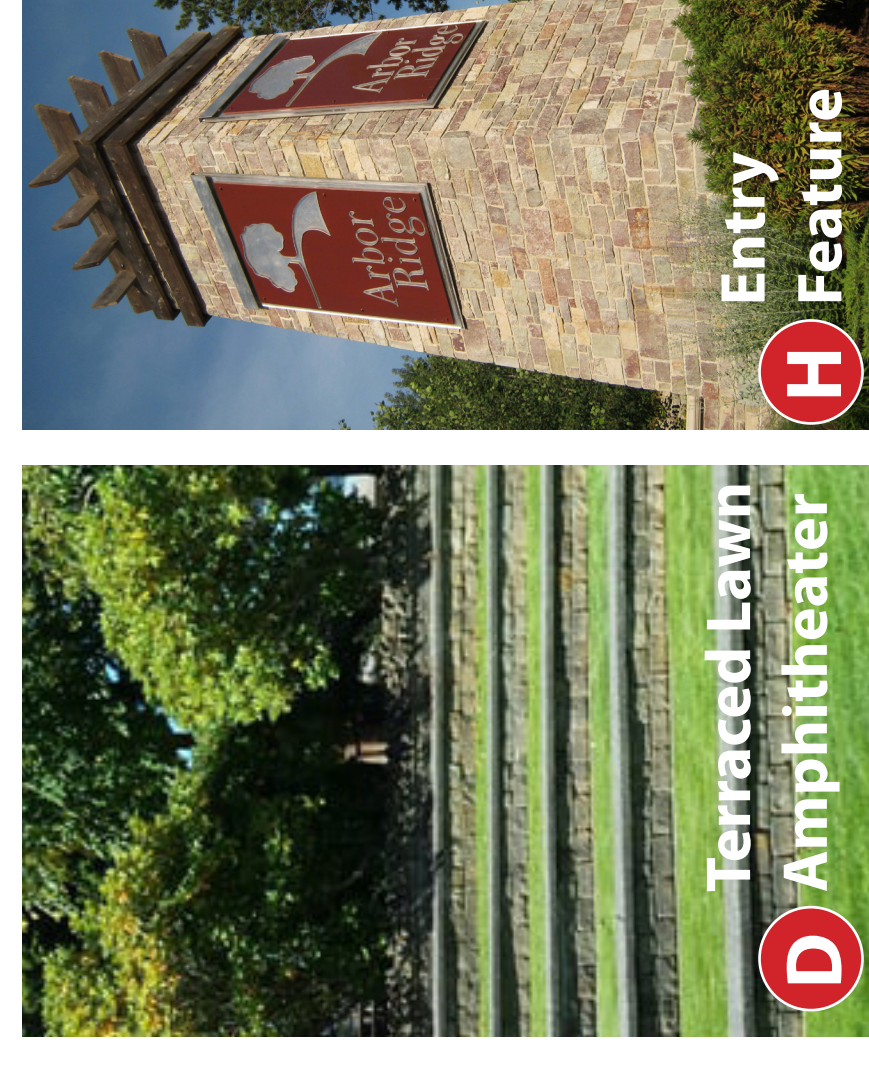
A Lifes Stage



B Concessions Lodge



C Raised Seating Deck



D Terraced Lawn Amphitheater



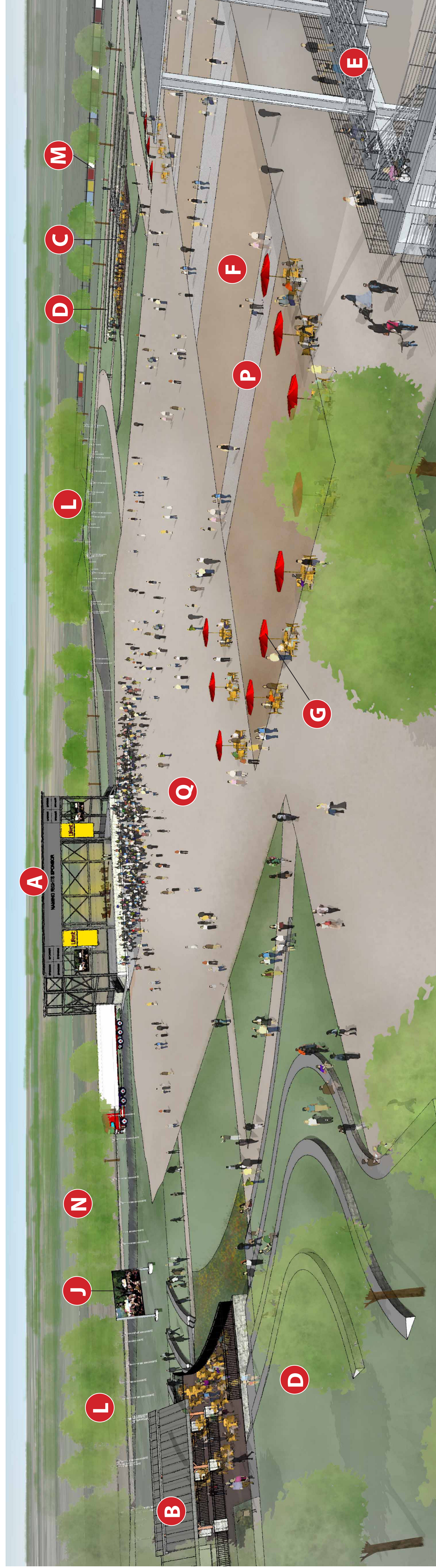
H Entry Feature



I Donor Wall

Features:

- A Lifes stage
- J Jumbotron
- B Concessions lodge
- K Barn E
- C Raised seating deck
- L Aspen grove
- D Terraced lawn amphitheater
- M Sponsor advertisements
- E Bleachers
- N Campground
- F Tractor pulling track
- O Restrooms
- G Picnic tables
- P Temporary walkways
- H Entry feature
- Q Concert Ground
- I Donor wall





Oshkosh Convention & Visitors Bureau
100 N. Main St., Ste. 112
Oshkosh, WI 54901
(920)303-9200
VisitOshkosh.com

December 10, 2018

Gary E. Eake, President
G. Earl Real Estate, Inc.
947 Trillium Trail
Oshkosh WI 54904

Dear Gary:

This is a letter of support on behalf of the Oshkosh Convention & Visitor's Bureau for proposed hotel construction in Oshkosh. We believe additional rooms that are necessary to continue to grow our destination.

Oshkosh is fortunate to be home to numerous multi-day events with large attendance numbers that have helped us brand Oshkosh as Event City. Events like: AirVenture, Country USA, Rock USA, and Lifest bring hundreds of thousands of people to Oshkosh every year. In addition, our organization works hard to continue to attract meetings, conferences and other large events that are year round. We recently, **though not public yet**, booked the Pyrotechnics Guild International Conference in 2021, with the likelihood of hosting that event every 3 years. That event is expected to sell-out our hotels for seven or more days. In addition of this hotel will ensure that more of our visitors stay in Oshkosh and are not forced to stay in surrounding communities due to lack of rooms.

In addition to our events, Oshkosh is home to many conferences and meetings that draw on a state and national level. We launched a marketing campaign this month to focus on

meetings, conferences & corporate travel, as well as a renewed focus on group tour business. Another focus for our tourism staff is sports. Oshkosh is home to the NBA G-League, The Wisconsin Herd, the University of Wisconsin-Oshkosh and our staff works to bring in sporting events that range from fishing tournaments to BMX racing and everything in between. These efforts, a thriving city, beautiful waterways for recreation and our strong corporate base (Oshkosh Corporation, Bemis, Hoffmaster, Silver Star Brands to name a few,) make a new hotel a perfect fit in our city. Tourism and travel in Oshkosh continues to grow. We need the support of hotel rooms to meet the needs of our destination.

I would welcome the opportunity to meet or to answer any questions you might have.

Sincerely,

Amy Albright
Oshkosh Convention & Visitor's Bureau
Executive Director