

**WORK SESSION
MINUTES**

**WEDNESDAY, SEPTEMBER 18, 2023, 5:00 PM
MANCHESTER-COFFEE COUNTY CONFERENCE CENTER**

ATTENDEES

Members

Zach Lowry
David Bradley
Jake Shelton
Ken Huddleston
Tiffany Hillsman
Megan Jackson

Office

Chairman
Vice Chairman
Secretary/Treasurer

Guests

Rebecca French
Oslin Gulick
Alexis Sullivan
Kiara Betke
Justin Smith
Sheila Carter
Tanner Brisbane
Taylor Holmes

6 members /8 guests

The purpose of the meeting was to invite City and County elected officials and employees and hotel managers on campus to create a working relationship between the groups to create a plan for the future/community growth.

REALITY OF THE BUILDING PRESENTATION

- Age of building (built in 2001) and original building deficiencies that were not corrected before the center opened are currently being combated.
- HVAC system is an example of deficient and aging equipment that requires regular maintenance.
- Support from elected official changes with election cycles.
- Historically, there was only a dedicated maintenance person for 18 months of the building history.
- With Covid rebound predicted, plans need to be made to be ready for business and industry growth.

PRESENT RISK ANALYSIS

- Presented to the City during budget planning. Additions were added after this was turned in that do not yet have amounts.

FUTURE NEEDS

- Mrs. French had attended the Governor's Conference for Tourism and shared the community performance data for Coffee County.
- She also shared the Mark Ezel, TN State Tourism Commissioner, had asked all attendees to go back to their communities and find allies in the elected officials and educate them on the impact of tourism investment. Tourism budgets at local levels are being cut.
- 24.5% increase for lodging spending from 2021 to 2022. The figure is for the full County, but if you are looking at Manchester, there was not a Laquinta built yet. Bonnaroo did not sell out.
- Tax savings per household in 2022 was \$579 per household.

- Domestic travel is driving TN tourism. TN outranked Hawaii in 2022 for travel spending, coming in at number 11 in the U.S.

Comments

- Alexis Sullivan, GM Holiday Inn Express, asked about the sidewalk plan for Hospitality Boulevard. Mrs. French responded that it is conceptual at this point and would have to be a planning commissions from City and County’s collaboration. The road was never adopted into City limits. Ms. Sullivan supported the idea for the project since they see the foot traffic on Hospitality Boulevard.
- Mrs. French would like the hotels and MCCCC to work on the sidewalk project together.
- Mrs. French is going to send the presentation to all elected officials and government employees that did not attend.

ADJOURN

- Chairman Lowry adjourned the meeting at 5:16 pm.

Signed, Zach Lowry, Chairman

Minutes completed and typed by Oslin Gulick October 12, 2023.





Agenda

- Reality of the Building
- Present Risk Analysis
- Future Needs/ Additional Information
- Adjourn

9/18/2023

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Reality of the Building

In 2001 MCCCC opened the doors with deficiencies, that were not corrected after the lawsuit with the builders.

In 2015 MCCCC started addressing original deficiencies, years of lack of maintenance/ neglect, and updating the building. The building has not replaced the electrical, kitchen equipment, or original tiles and stalls.

The equipment, building, and assets are aging. They are not performing well and are costing more money as they age.

There has not been a written capital plan until 2021/2022. There has not been a proactive approach to protecting the facility and the community it impacts. (With different Mayors the feelings about the maintenance plan has been different.)

We are seeing Covid rebound, increased domestic travel, and community growth, The time is now to work together and plan.

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Present Risk Analysis

	Risk		Estimated Time for project	Estimated Cost	Bids	Planned Budget Owner	% Complete	Q
	How Likely? (High, Medium, Low)	Impact (High, Medium, Low)						
Sidewalks down Hospitality Blvd/ Traffic Pattern with Growth.	M	M	FY 23,24			City/ County		P
HVAC	H	H	FY23,24	\$ 100,000		PBA, City/County		
Roof Repair	H	H	FY23,24	\$ 20,000				
Parking Lot	H	H	FY23,24,25			PBA		
Storage	H	H	FY24	\$ -				
LED Lights (Parking Lot and Ballroom)	M	M	FY24			City, FY24		
Electrical	H	H	FY24	\$ -		PBA, City/County		2
Freezer	H	H		\$ 75,000	\$ 146,000	y		12
Wall Paper	M	H	FY 24	\$ 8,000		PBA, City/County		
Parking Lot Resurfacing and Repairs	M	H	FY 24	\$ 22,000		PBA, City/County		
Drainage Work	M	M		\$ 12,000		PBA, City/County		
ADA Doors	H	H	FY 24	\$ 12,000		PBA, City/County		
Lobby Floor	H	H	FY 24	\$ 18,000		PBA, City/County		
Bathroom Stalls & Airwall Repair	M	M	FY 24	\$ 30,000		PBA, City/County		
Ice machine	H	M		Rental Option or \$10,000		PBA, City/County		
Dish Machine	H	H		Rental Option or \$38,000		PBA, City/County		5
Proactive Maintenance Approach						City/ County		
IT and Technology Partnership						Partnershi City/ County		

Total Proposed 2024 Projects depends upon funding, partnerships, and g

Future Needs/ Additional Information

- Consistent communication channels.
- Dedicated funding for capital projects.
- Partnerships with strategic planning for growth.
- All Elected Officials aware/ understand the State Reports released yearly for economic impact and the need for Tourism related entities to have funding.
- Mega-Site- will they need meeting space, is our space sufficient?

TN Tourism Published Facts 2022 Released 9/2023

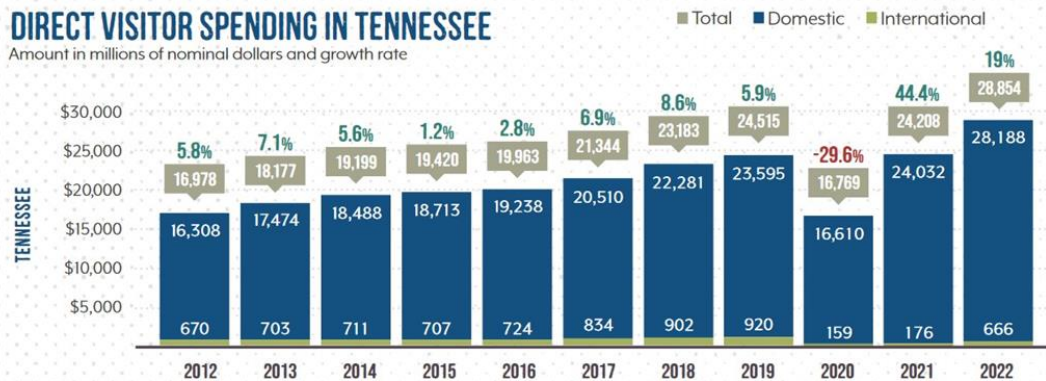
	2021	2022	% CHANGE
COFFEE			
SPENDING	\$122,373,900	\$137,939,300	12.7%
LODGING	\$24,462,400	\$30,448,500	24.5%
FOOD & BEVERAGES	\$32,387,200	\$34,914,600	7.8%
RETAIL	\$13,745,100	\$13,517,300	-1.7%
RECREATION	\$9,675,000	\$10,992,300	13.6%
TRANSPORTATION	\$42,104,200	\$48,066,600	14.2%
LABOR INCOME	\$27,442,900	\$30,862,600	12.5%
EMPLOYMENT	857	919	7.2%
STATE TAXES	\$5,535,000	\$7,742,600	
LOCAL TAXES	\$3,743,600	\$5,240,300	
TAX SAVINGS PER HOUSEHOLD	\$421	\$579	

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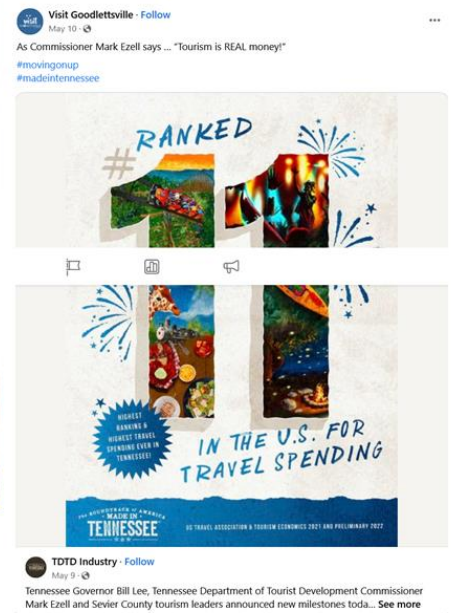
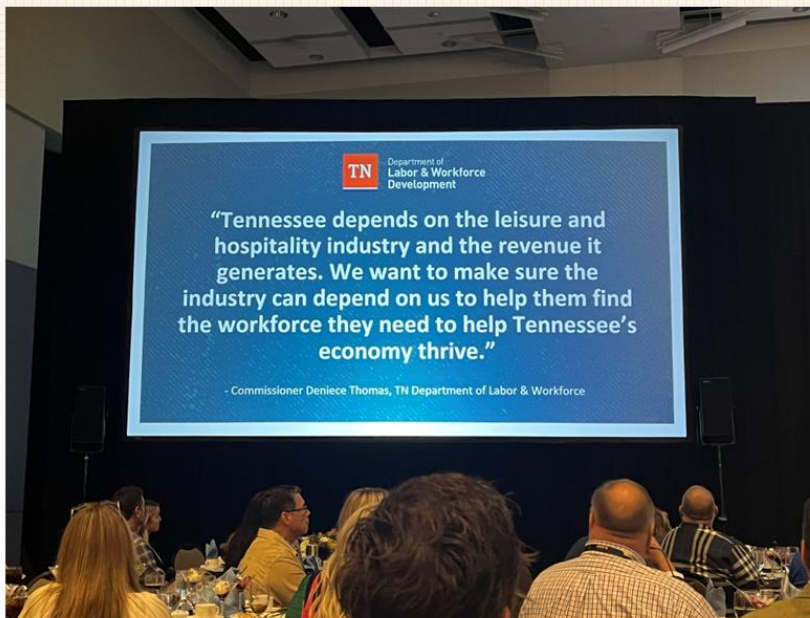
 **2022 ECONOMIC IMPACT** of Travel on Tennessee
Total direct economic impact includes domestic and international travel | Sources: USTA, Tourism Economics

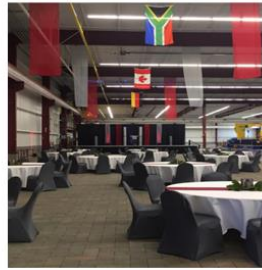
DIRECT VISITOR SPENDING IN TENNESSEE

Amount in millions of nominal dollars and growth rate



TN Tourism Published Facts 2022 Released 9/2023





Thank you

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