

# CITY OF ONALASKA MEETING NOTICE

**COMMITTEE/BOARD:** Parks & Recreation Board

**DATE OF MEETING:** April 27, 2015 (Monday)

**PLACE OF MEETING:** 415 Main St. (City Hall – Room 112)

**TIME OF MEETING:** 5:15 P.M.

## PURPOSE OF MEETING

1. Call to Order and roll call.
2. Approval of minutes from the previous meeting.
3. Public Input (Limited to 3 minutes/individual)
4. **Consideration and possible action on the following items:**
4. Election of Chairperson
5. Election of Vice – Chairperson
6. Appointment to Onalaska Enhancement Foundation
7. Appointment to Great River Landing Committee
8. Authorize Clearwater Farms to use adjacent City property as pasture area for their animals.
9. Update on Omni Center Chiller Replacement project
10. Presentation of 2014 Omni Center Youth Hockey Tournaments economic impact study
11. Discussion on time for special Park and Recreation board meeting on May 12<sup>th</sup>, 2015
12. Report from Onalaska Enhancement Foundation
13. Report from Great River Landing Committee
14. Director's Report
  - a. Parks Update
  - b. Recreation Update
  - c. Aquatic Center Update
  - d. Omni Center Update

### Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the Board may attend this meeting to gather information about a subject over which they have decision making responsibility.

Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

### NOTICES MAILED TO:

Mayor Joe Chilsen  
\*Ald. Jim Binash  
Ald. Jim Olson  
Ald. Jim Bialecki  
Ald. Barry Blomquist  
Ald. Harvey Bertrand  
Ald. Bob Muth  
City Attorney      Dept Heads  
La Crosse Tribune      Charter Com.  
Onalaska Community Life  
WIZM WKTY WLXR WKBH  
WLSU WKBT WXOW  
\*Committee Members

\*Gretchen Newhouse  
\*Andrea Benco  
\*Brian Udermann  
\*Victor Hill  
\*Andrea Vogler  
\*Sue Peterson  
  
  
  
  
  
  
  
  
  
Onalaska Public Library

Notices Posted and Mailed: 04/23/15

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.

**Eklund, Elizabeth**

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**From:** Grace, Brea  
**Sent:** Wednesday, April 22, 2015 2:34 PM  
**To:** Wick, Dan  
**Subject:** Parks & Rep Chairperson

Dan,

As a reminder, whoever is elected Chairperson of the Parks & Rec Board serves on the City Plan Commission. It is a 7 member commission that primarily makes land use decisions through adoption of long-range planning documents and development proposals. The 2015 schedule for the Plan Commission meeting follows.

Plan Commission Meeting (7:00 P.M.)
April 28
May 26
June 23
July 28
August 25
September 22
October 27
November 17
December 15
January 26, 2016

This year the 1<sup>st</sup> Plan Commission meeting following the 04/27 reorganizational Parks & Rec Board meeting is Tuesday, April 28<sup>th</sup> at 7pm. If the new Chairperson is able to attend this first Plan Commission meeting, I'd be happy to meet with the newly elected Chairperson anytime Tuesday (preferably starting at 6pm at the latest) for 30-minute orientation. (My only conflict that day is between 1:30 and 2:30pm.)

Please pass my contact information onto the Parks & Rec Board members. They are welcome to contact me anytime to discuss.

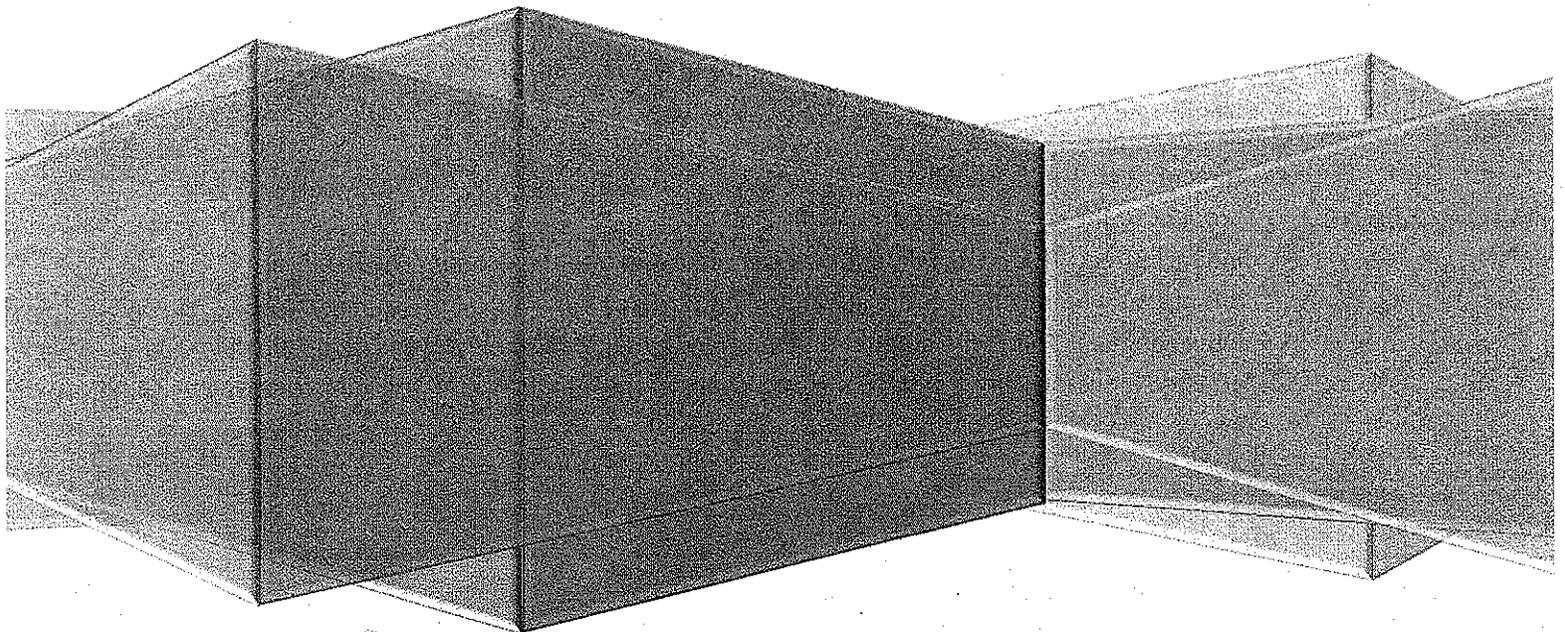
Thank you,  
*Brea*

Brea Grace, AICP | Land Use & Development Director | City of Onalaska  
415 Main Street, Onalaska, WI 54650 | P: 608-781-9590 | F: 608-781-9506 | [bgrace@cityofonalaska.com](mailto:bgrace@cityofonalaska.com)

**City of Onalaska Park and Recreation Department**

**Omni Center Economic Impact Study  
2014 Youth Hockey Tournament Analysis**

**Cameron Bathe**



**Introduction:**

The Onalaska Park and Recreation department set out to analyze and estimate the economic impact the Onalaska Omni Center has on the Coulee Region. This study focuses strictly on the twelve youth hockey tournaments that were held at the Onalaska Omni Center in 2014. The data acquired throughout this project was inserted into a software package called IMPLAN. IMPLAN is a sophisticated input-output economic tool that estimates the impacts of changes in regional economies.

The main findings of this economic impact study show that the youth hockey tournaments at the Onalaska Omni Center have a great impact on La Crosse County and greater Coulee Region as it generates \$244,826 in labor income and \$728,886 in total economic output.

**Background:**

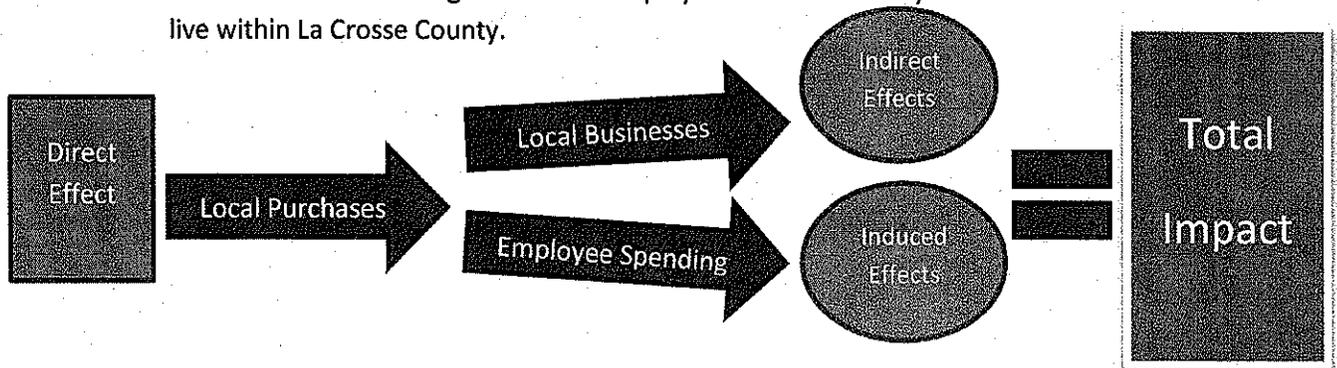
The Onalaska Omni Center is a City owned facility that hosts a variety of activities such as hockey tournaments, dry floor shows, weddings, basketball tournaments, volleyball tournaments, and company meetings. The purpose of this study is to show the economic relevance this facility has in the Onalaska community and Coulee Region.

This economic impact study focused solely on the twelve youth hockey tournaments that were held at the Onalaska Omni Center throughout 2014. This study does not include any data from other events held at the Omni Center during 2014. This makes our calculated impact for this study just a fraction of the overall impact the facility has on the area. The IMPLAN model produced results specific to La Crosse County.

**Methodology:**

To calculate the economic impact these twelve youth hockey tournaments had on the area we used an IMPLAN input-output model. The IMPLAN model is deigned to determine the total economic effect of the initial spending tourists have on the local economy. The IMPLAN program can estimate how spending in different categories affects the local economy in terms of direct effects, indirect effects, and induced effects.

- Direct Effect: This is the measure of the total amount of additional expenditure that will be brought to the community by a specific event.
- Indirect Effect: This is the amount that is recirculated into the economy by the local businesses who received direct effect expenditure.
- Induced Effect: This is the amount of employee spending of all employees of the directly affected industries along with all the employees of the indirectly effected industries who live within La Crosse County.



Determining the extent of the direct, indirect, and induced effects on a local economy are key for measuring the total impact.

**Data Collection:**

To gather the data for this study we created a survey that asked visitors to the building about their stay in the area and the amount of expenditure they would be making in the Onalaska community. Please see Appendix A for a copy of the survey presented to Omni Center visitors. The questions that were asked are explained below:

1. We asked people their zip code to find out how far people are traveling to come participate at events at the Omni Center.
2. We asked how many days the visitor and their immediate group will be spending in the Onalaska community.
3. We asked if the visitor will be staying overnight in the City of Onalaska or surrounding area and if so how many nights and which hotel they will be staying in. This information allows us to see what the average nightly stay is for visitors attending youth hockey tournaments and allows us to see what hotels are benefiting the most.
4. We asked how many people are in their immediate group. This allows us to see per player how many family members are traveling with them to these events.
5. We asked the surveyed visitor to try and approximate the amount of money they and their immediate group would be spending in the Onalaska area. We broke down the type of expenditure into what we assumed to be the five largest expenditure sectors for visitors and then left an area for any other expenditure that we did not capture. You can see the expenditure breakdown sectors in the table below.

TYPE OF EXPENDETURE	Amount spent in the Onalaska area
A. Restaurants, Bars, Concessions	
B. Groceries	
C. Retail Shopping (clothing, gifts, etc.)	
D. Lodging (hotel, motel, etc.)	
E. Gasoline/Diesel	
F. Any Other Expenditures	

The survey was run during four separate youth hockey tournaments held in 2015 at the Onalaska Omni Center. The survey was administered to each team that was participating in the tournament and the results are split into two different charts. The first, Appendix B, shows the amount of expenditure by groups staying overnight in the Onalaska and La Crosse area. The second, Appendix C, shows the amount of expenditure by groups who were day tripping to the Omni Center. Day trippers were classified as any team traveling over 25 miles to the Omni Center and not staying overnight.

The data that was collected from the surveys was then applied to the 2014 youth hockey tournaments that were held at the Onalaska Omni Center. There was a total of twelve separate youth hockey tournaments held in 2014. By going back and looking at the brackets produced for each tournament we were able to find the total number of teams in each tournament. We then looked to see how many teams would be staying overnight, day tripping, or were from the area. We were then able to apply the average expenditure numbers calculated from our surveys and apply them to each player on the teams. The number of players varies on each team, except in the WHEL Tournament which had 18 players per team and the Kohlman Cup which had 21 players per team. We believe that assuming 13 players per team for the remaining ten tournaments would be a conservative number. We then applied the averages calculated in Appendix B and Appendix C to come up with a per tournament total expenditure. The results for each tournament can be seen in the chart on Appendix D. The total expenditure for the twelve youth hockey tournaments held at the Onalaska Omni Center comes out to be \$590,987.00 which can be seen in table 1 below. This leads to an average per tournament of \$49,248.92.

Table 1:

Expenditure Summary							
	Restaurants, Bars, Concessions	Groceries	Retail Shopping	Lodging	Gas/Diesel	Other Expenditures	Totals
Over Night	\$183,355.65	\$19,140.00	\$55,894.35	\$252,398.35	\$61,858.26	\$4,715.65	\$577,362.26
Day Trip	\$1,060.00	\$440.00	\$580.00	\$0.00	\$380.00	\$0.00	\$2,460.00
From Area	\$4,810.77	\$1,996.92	\$2,632.31	\$0.00	\$1,724.62	\$0.00	\$11,164.62
<b>Totals</b>	<b>\$189,226.42</b>	<b>\$21,576.92</b>	<b>\$59,106.66</b>	<b>\$252,398.35</b>	<b>\$63,962.88</b>	<b>\$4,715.65</b>	<b>\$590,986.88</b>

**Economic Impact:**

With the calculation of total expenditure in the Onalaska community we were then able to use the IMPLAN software to calculate the total economic impact these twelve youth hockey tournaments had in the Coulee Region in 2014. During the process of inputting the data into IMPLAN we had to disregard the category of other expenditures as the program would not validate the selection leading to a total input of \$586,271.23. Table 2, below, shows the economic impact of the total expenditure broken down by jobs created, total labor income, and the total amount of economic output added to the La Crosse County. We found that the total expenditure is responsible for the creation of 10 jobs, providing these employees with \$244,826.30 in labor income, and infusing the economy of La Crosse County with \$728,886.50 in economic output.

Table 2:

Impact Summary	Omni Center	Employment	Labor Income	Output
ImpactType				
Direct Effect		8.0	156,563.9	458,466.6
Indirect Effect		1.2	49,574.9	153,948.6
Induced Effect		1.1	38,687.4	116,471.3
<b>Total Effect</b>		<b>10.3</b>	<b>244,826.3</b>	<b>728,886.5</b>

Table 3, below, shows the three sectors of the economy which are impacted the most from the expenditure in the community. We found that the hotel and motel sector received a total economic output increase of \$246,888.50, full-service restaurants receiving \$189,585.50 in added economic output, and real estate receiving \$27,948.00 in added economic output.

Table 3:

Top Three for Output			
Description	Total Employment	Total Labor Income	Total Output
Hotels and motels, including casino hotels	3.218855317	73614.18463	246888.4868
Full-service restaurants	4.45378942	73351.10527	189585.6331
Real estate	0.132253667	1549.250386	27948.02481

**Conclusion:**

The Onalaska Omni Center has a substantial economic impact in the Coulee Region. This study was only able to capture the economic data for the youth hockey tournaments held during 2014. Youth hockey tournaments are only a small area of business at the Onalaska Omni Center so the total economic value of the facility on the Onalaska community and La Crosse County will be substantially higher than the total economic output calculated in this study. Projecting the future is always difficult, as there are inherent uncertainties in doing so. However, if the Onalaska Omni Center is able to continuously build on 2014 numbers of 40 high school hockey games, 2235 hours of ice rental, 27 dry floor events, and 15 banquet hall reservations we will see a stable influx of economic output to the Onalaska community and Coulee Region. This economic output will contribute to an increase in jobs and labor income throughout La Crosse County which will lead to further investment in the area.

# Appendices

## Appendix A:

### Onalaska Economic Impact Questionnaire

\*Please Fill Out All Applicable Areas

1. What is the ZIP code at your home address? \_\_\_\_\_.
2. How many days will you be at this event? \_\_\_\_\_ days.
3. How many nights will you be spending in the area? \_\_\_\_\_ nights.

3a) Where will you be staying (circle one):      Stoney Creek Inn      Baymont Inn

Comfort Inn      Hampton Inn      Holiday Inn Express      Microtel Inn

Other (please specify) \_\_\_\_\_

4. Including yourself, how many people are in your immediate group? \_\_\_\_\_ people.
5. In our efforts to calculate the economic impact the Onalaska Omni Center has in the community, we are interested in the approximate amount of money you and your immediate group will be spending in the area. Please estimate the amount your immediate group will spend in each of the following categories:

TYPE OF EXPENDETURE	Amount spent in the Onalaska area
G. Restaurants, Bars, Concessions	
H. Groceries	
I. Retail Shopping (clothing, gifts, etc.)	
J. Lodging (hotel, motel, etc.)	
K. Gasoline/Diesel	
L. Any Other Expenditures	

**THANK YOU VERY MUCH FOR YOUR ANSWERS!**

The information you provide is crucial to calculating the economic importance this center has in our community



**Appendix C:**

Day-tripper Tournament Spending										
Zip Code	Distance Traveled (miles)	Days at Event	Immediate Group	Restaurants, Bars, Concessions	Groceries	Retail Shopping	Gasoline/Diesel	Other Expenditures	Total	
54665	47.2	1	5	\$10.00	\$0.00	\$75.00	\$75.00	\$0.00	\$160.00	
54667	34.6	1	3	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
54665	47.2	1	2	\$20.00	\$0.00	\$20.00	\$0.00	\$0.00	\$40.00	
54665	47.2	1	3	\$40.00	\$0.00	\$0.00	\$0.00	\$0.00	\$40.00	
54665	47.2	1	4	\$50.00	\$50.00	\$30.00	\$0.00	\$0.00	\$130.00	
55066	97.1	1	5	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
54603	6	1	9	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	
54601	11.9	1	4	\$10.00	\$60.00	\$20.00	\$0.00	\$0.00	\$90.00	
55066	97.1	1	2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
55066	97.1	1	2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
54657	62.8	1	4	\$50.00	\$0.00	\$0.00	\$20.00	\$0.00	\$70.00	
55066	97.1	1	2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
55952	38.9	1	4	\$65.00	\$0.00	\$0.00	\$0.00	\$0.00	\$65.00	
<b>Totals</b>	<b>731.4</b>	<b>13</b>	<b>49</b>	<b>\$265.00</b>	<b>\$110.00</b>	<b>\$145.00</b>	<b>\$95.00</b>	<b>\$0.00</b>	<b>\$615.00</b>	
<b>2104 Tournament Totals</b>				<b>\$1,060.00</b>	<b>\$440.00</b>	<b>\$580.00</b>	<b>\$380.00</b>	<b>\$0.00</b>	<b>\$2,460.00</b>	
<b>Averages</b>	<b>56.26153846</b>	<b>1</b>	<b>3.769230769</b>	<b>\$20.38</b>	<b>\$8.46</b>	<b>\$11.15</b>	<b>\$7.31</b>	<b>\$0.00</b>	<b>\$47.31</b>	
<b>Percent of Spending</b>				<b>43.09%</b>	<b>17.89%</b>	<b>23.58%</b>	<b>15.45%</b>	<b>0.00%</b>		

**Appendix D:**

2014 Youth Hockey Tournaments												
Tournament	Date	Teams	Players From Area	Day Trip Players	Over Night Players	Teams Staying Over Night	Teams Day Tripping	Teams From Area	Total For Overnight	Total Day Trip	Total From Area	Totals
Bantam A	1/4-1/5	6	39	0	39	3	0	3	\$17,646.65	\$0.00	\$1,845.00	\$19,491.65
Bantam B	1/11-1/12	8	13	0	91	7	0	1	\$41,175.52	\$0.00	\$615.00	\$41,790.52
CRGH	1/18-1/19	10	26	0	104	8	0	2	\$47,057.74	\$0.00	\$1,230.00	\$48,287.74
Squirt B	1/25-1/26	8	13	13	78	6	1	1	\$35,293.30	\$615.00	\$615.00	\$36,523.30
Squirt C	2/8-2/9	6	13	0	65	5	0	1	\$29,411.09	\$0.00	\$615.00	\$30,026.09
PeeWee C	2/8-2/9	6	26	0	52	4	0	2	\$23,528.87	\$0.00	\$1,230.00	\$24,758.87
PeeWee A	2/15-2/16	8	13	0	91	7	0	1	\$41,175.52	\$0.00	\$615.00	\$41,790.52
Squirt A	2/22-2/23	6	13	13	52	4	1	1	\$23,528.87	\$615.00	\$615.00	\$24,758.87
Kohlman Cup	4/5-4/6	12	0	0	252	12	0	0	\$114,024.52	\$0.00	\$0.00	\$114,024.52
Blue Devils	5/9-5/11	8	13	13	91	7	1	0	\$41,175.52	\$615.00	\$615.00	\$42,405.52
Blue Devils	5/16-5/18	8	13	13	91	7	1	0	\$41,175.52	\$615.00	\$615.00	\$42,405.52
WEHL Tournament	11/1-11/2	18	54	0	270	15	0	3	\$122,169.13	\$0.00	\$2,554.74	\$124,723.87
<b>Totals</b>		<b>104</b>	<b>236</b>	<b>52</b>	<b>1276</b>	<b>85</b>	<b>4</b>	<b>15</b>	<b>\$577,362.26</b>	<b>\$2,460.00</b>	<b>\$11,164.74</b>	<b>\$590,987.00</b>
<b>Averages</b>					<b>7.083333333</b>	<b>0.333333333</b>	<b>1.25</b>		<b>\$48,113.52</b>	<b>\$205.00</b>	<b>\$930.40</b>	<b>\$49,248.92</b>